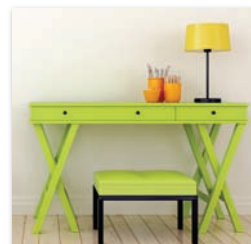


Make Money With Metro's CREATIVE & AD DEVELOPMENT SOLUTIONS



CREATIVE, EDITORIAL AND AD DEVELOPMENT SERVICES

Metro Creative Graphics, Inc. is a leading provider of advertising, creative and editorial resources designed to help media companies make money with their print, online and mobile products. With an unparalleled dedication to providing the finest resources available for ready-to-use images, spec ads, ideas, stock-quality photos, logos/trademarks, auto manufacturer photos, marketing/sales materials, copyright-free editorial features, print templated sections, online e-Sections, and groundbreaking digital ad development tools — plus custom image, ad design and editorial services — Metro is unmatched in serving the creative needs of today's media companies.

CREATIVE SERVICES FOR PRINT, ONLINE AND MOBILE:

MetroCreativeConnection.com (MCC) is your one-stop resource for all your creative images, ads, editorial and planning needs for online, mobile, social and print projects. Here, you will access the ultimate database of industry-specific material comprised of the content from each of Metro's services. Conveniently delivered to you online in the *MCC Libraries*, Metro's content is accessible to an unlimited number of users, any time, anywhere, from any computer with Internet access.

Easily search and download from the ever-growing collection of images, hi-res photos and spec ad templates within MCC. You can also benefit from MCC's *Lightbox* and *Project Organizer* that allows you to — save selections, connect people or departments with shared projects and create virtual teams for increased productivity and communication.

MCC is the must-have resource to increase efficiency in your daily workflow, from planning to production. Complete ads are delivered in QuarkXPress® and InDesign® formats, with individual ad elements conveniently available for customizing in any other application. The services in the *MCC Libraries* include:

✓ **Metro Newspaper Service** — This indispensable resource of art, photos, ads and ideas is one that every publication needs to fulfill the daily creative demands of advertisers and production teams. With the in-depth compilation of timely images, ideas and spec ads, you are fully covered for every sellable event and important advertiser category. Corresponding Web and mobile ads are also provided for all key advertisers.

✓ **Metro Campaigns & Classified** — Innovative ads, campaigns and promotions form the core of this service, including art and photos for your important automotive, recruitment and real estate print and online advertising needs. Further increase ad sales armed with campaigns for key advertisers, themed directories, self-promotion ads and circulation-building ideas, as well as print and Web ad combos.

✓ **MiAD Spec Ad Library** — Spec ads sell, and this monthly service is ready to go with ad layouts based on popular advertising themes such as bridal, home, automotive services, health and fitness, pets, seniors and more. Themes correspond to at least one of the most saleable ad categories of the month, and complement one or more of the templated section themes. Corresponding Web and mobile ads are also included for selected advertisers. Plus, all ads are MiAD-enabled for immediate personalization and presentation.

✓ **Metro Holiday Advertising Service** — This guaranteed moneymaker for your holiday selling season contains holiday art, photos, covers, headings and ads covering the biggest end-of-year sales opportunities. Spanning the season from Thanksgiving through Christmas and New Year's, this is one complete, easy-to-sell package for boosting end-of-year revenue.

✓ **Metro Automotive Photos** — In a single, easy-to-use location, this exceptional online service gives you a valuable archive of auto images from 2000 to present, for all makes and models. Choose from multiple, consistently lit views of each vehicle, color views for every manufacturer color, three interior shots of each vehicle, as well as location backgrounds for use with any model, to satisfy your auto advertisers and ad designs.

✓ **Metro Logos & Trademarks** — Choose from the thousands of color and black-and-white logos and trademarks you need to assist advertisers in connecting their businesses with the nationally known brands that consumers want, in one easy-to-use location.

METRO EDITORIAL SERVICES:

Online e-Sections — Premium quality, online e-Sections — ready to go live and sell — help you improve your online presence and grow revenue with a

program that takes minimal effort yet delivers a maximum return. Sites like these can change the game for you in terms of online advertisers and visitors, who will flock to your timely and engaging online e-Sections. Say goodbye to old-fashioned section PDFs and hello to new online revenue.

Fully-templated Print Special Sections (TSS) — Professionally-designed, fully-templated sections are available each month for key topics that are ready to present, sell and print. The time savings alone needed to create each of these dynamic sections is reason enough to subscribe. Each *Templated Special Section* corresponds to an online *Metro e-Section* so you also increase your opportunities for print and Web combination sales.

Metro Editorial Features — Get copyright-free, non-branded stories for print or online use in specialty and everyday pages and publications. Find features for themes such as home, health and pets as well as general-interest, calendar- and event-related stories. In addition, benefit from bonus, reader-friendly content, perfect for sponsorships, including: Weekly crossword, word search, word scramble and *Crypto Fun* puzzles; *Kids' Corner* educational games and trivia, recipes, horoscopes, and daily *Sudoku* puzzles.

AD DEVELOPMENT SERVICES™ (ADS):

ADS is your go-to resource for print and online programs and tools that help increase productivity, cost-savings and revenue.

✓ **Metro e-Connect** — Here is a multimedia advertising solution that you and your advertisers will love for driving cross-platform sales. Key features include: Online e-Sections (described above) and *Storefronts*. *Storefronts* give you a wide range of possibilities for creating Web sites for: Individual advertisers to highlight their business and timely offers; special events such as fairs; sports teams... you name it. Ready to implement through a user-friendly CMS, all e-Sections and *Storefronts* can be live in minutes so you can start selling and significantly increase online revenue.

✓ **Metro interactive Ad Designer (MiAD®) Desktop & Mobile** — With the revolutionary desktop version, you can make spec ads and finished ads with only a Web browser and an Internet connection. *MiAD* is simple to use, yet delivers sophisticated results, making it the perfect resource for easily and quickly creating spec ads for every sales call. For on-the-go help, *MiAD mobile* let's you create and present spec ads on a tablet. Ads from each of Metro's services are MiAD-enabled to provide the options needed for all advertisers.

✓ **Metro ADS On Demand™ (AOD)** — Custom print, Web and mobile ads designed within your client specifications and deadline is what *Metro ADS On Demand* is all about. From the simplest to the most complex ad and design work, know that AOD is available to you with a convenient online order tracking system, fast turnaround, no long-term contracts and no ad quantity commitments — the help you need, when you need it.

SALES IDEAS, PLANNING & TRAINING TOOLS:

These added-value resources are designed to help you get the most out of your Metro services with plan-ahead tools, training and ideas, ideas, ideas!

✓ **Metro Plus Business** — Monthly articles describe the "how-tos" of executing successful ad and promotion ideas that other media publishers have already proven profitable for creating special sections, contests, themed pages, sales incentives, special events, Web pages, and more. Search, select and print stories from the *MCC Sales Ideas* area as well as the popular *MetroIdeas* pages and *Weekly Sales Tips* e-mails.

✓ **Metro Interactive Planning Calendar** — This indispensable tool puts a first-rate information resource at your fingertips. Continuously updated, this perpetual calendar of monthly, weekly and daily events, with contact information and sales tips, will help you seize every opportunity to generate revenue throughout the year.

✓ **Metro Client Services & Training** — Our renowned Regional Managers and Client Services team is here to help answer your questions, provide technical support, and take custom requests. Ongoing e-mail communications, Webinars and training tools as well as individual and group training are a further extension to this valuable support component.

✓ **Metro Print Books and NEW Interactive SearchBook™** — View new service content from *Metro Newspaper Service (MNS)*, *Campaigns & Classified*, and *MiAD Spec Ad Library* in our print book. Or, better yet, view them in our new online, interactive SearchBook. Simply click a page to instantly access your selection of content in the *Creative Library*.

METRO CREATIVE CONNECTION ONLINE LIBRARIES OF CREATIVE, EDITORIAL & SALES IDEAS RESOURCES

The Libraries of Metro Creative Connection (MCC) combine to form a one-stop online resource like no other. By providing you with creative image, ad, editorial and planning materials, you have everything you need to successfully sell and produce your online, mobile and print projects. MCC's unmatched database of industry-specific materials, comprised of the content from each of Metro's services, is conveniently accessible to an unlimited number of users, any time, anywhere.

CREATIVE LIBRARY

• Images

Your source for all of the seasonal and general graphics, high-quality photos, attention-getting headings, dynamic backgrounds and eye-catching frames you need each and every day — all designed to get your ads and pages extra consumer attention for better advertiser results.

• Spec Ads & Covers

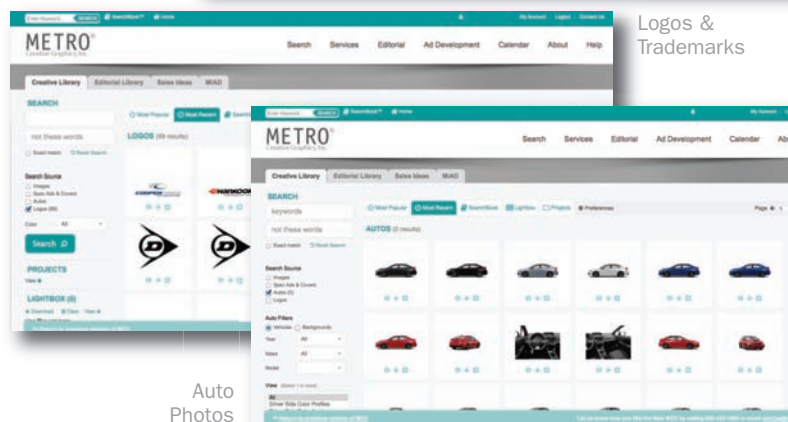
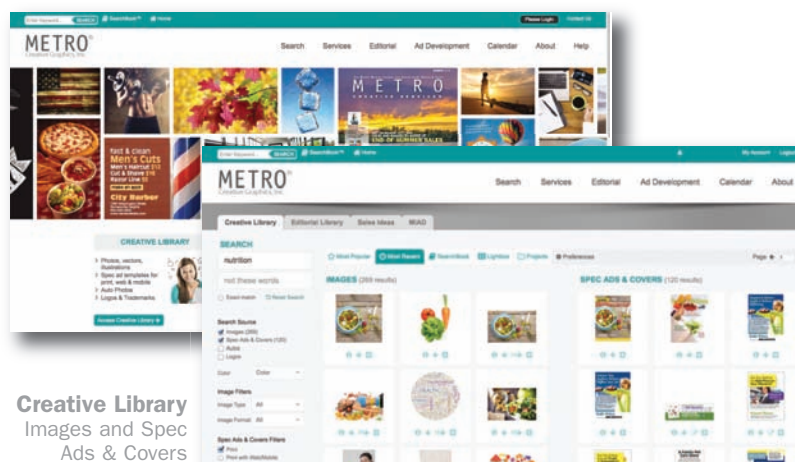
Presenting print and Web spec ads to advertisers helps close sales faster. Search, view and download ready-to-sell ads (in both QuarkXPress® and InDesign® formats) for every advertiser and subject matter, in key sizes for print, Web and mobile. Plus, find cover designs and quick-sell pages for the endless array of saleable topics and holidays throughout the year.

• Auto Photos

Noted as the best auto resource available for branded photos, this collection is your one-stop showroom for auto photos in multiple views and colors, plus interior shots and backgrounds optimally designed to present the auto photos in a realistic setting. Access depends on your subscription.

• Logos & Trademarks

Get the official company logos and trademarks for all types of corporations and popular name brands that you need every day. Access depends on your subscription.



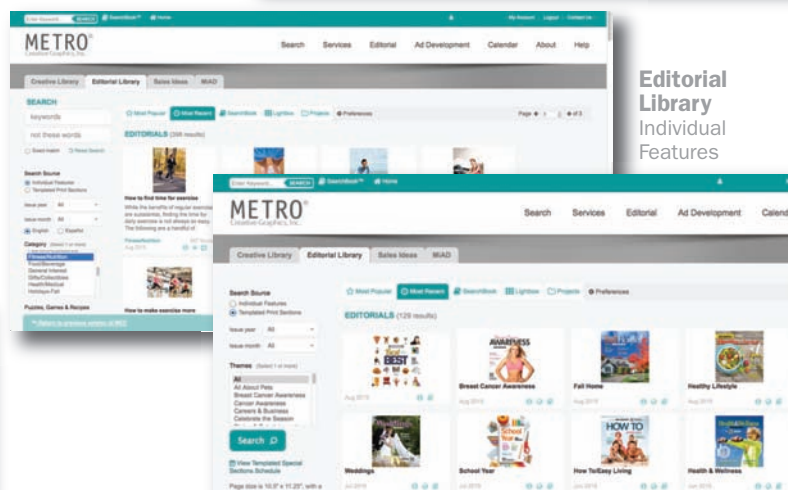
EDITORIAL LIBRARY

• Editorial

Fill out pages and sections, surrounded by your sold ads, with the help of the copyright-free features in this Library. Features cover an array of subjects. Bonus Recipes, Kids' Corner, Horoscopes, Crossword Puzzles, Word Searches, Crypto Fun, Guess Who?, Word Scrambles and Sudoku puzzles are also included for even greater value.

• Templated Special Sections

View the current collection of complete, ready-to-sell print special sections as a PDF or by online e-Edition. Downloads are available with or without spec ads in position for presentations. Both QuarkXPress® and InDesign® formats are available. Download access is by subscription or individual purchase.

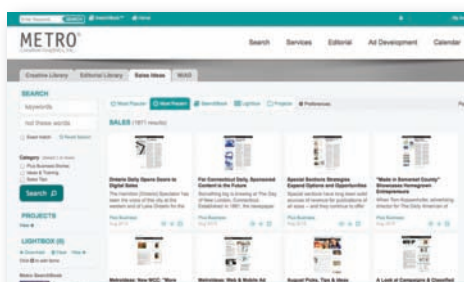


SALES IDEAS AREA

• Plus Business, E-mail Communications, Ideas Pages

Find a wealth of successful ideas to try in your market in the Sales Ideas area. Search hundreds of online and print promotions, contests, campaigns and special section ideas for endless topics and categories. Download selections to share with sales teams for planning and implementation.

Sales Ideas Area
Plus Business,
Ideas pages
and e-mail
communications





METRO NEWSPAPER SERVICE
CREATIVE IMAGES, SPEC ADS, DESIGNS & IDEAS

Create more effective and compelling print, online and mobile advertising for your important retail and service accounts, in-house promotions, and more with all of the resources delivered from the flagship Metro service. Issued monthly, this jam-packed service is overflowing with high-caliber creative content — images and photos; timely spec ads, cover designs and quick-sell layouts; ready-to-use sales ideas and training tools — covering virtually every situation, holiday, special event and advertiser category key to that month.

Metro Newspaper Service (MNS) contains all of the basic elements a publication needs for day-to-day ad creation and marketing activities for print, online and mobile. With up-to-the-minute graphics, photos and coverage of the hottest topics and trends, researched and developed into ready-made sales opportunities, *MNS* gives you the targeted and salable ideas, images, spec ads, promotions, photos and event coverage you need to succeed.

✓ **Print & e-Edition** — View all new content from each monthly edition in print, or online as an *e-Edition* for planning, selling and production (a PDF of every *e-Edition* is also available).

✓ **Bonus Web Ad Supplement** — Included as a separate e-Edition is the MNS bonus monthly *Web Ad Supplement*. Here, you can see the Web ads available for each corresponding print ad in the three most popular sizes: Leaderboard, rectangle and skyscraper.

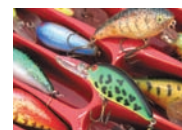
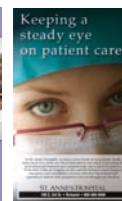
✓ **Copyright-free Features** — Subscribers to *MNS* also benefit from access to a wealth of timely and topical copyright-free editorial features (see page 8).

✓ **E-mail Communications Network** — Through Metro's e-mail communications network, a continuous stream of money-making ideas are delivered, along with links to the corresponding image, spec ad, editorial and information to help you execute each idea (see page 16).

✓ **Coordinated Resources** — Designed to work together with Campaigns & Classified, MiAD Spec Ad Library, Holiday Advertising Service, print Templated Sections and online e-Sections, MNS can set the wheels of creativity in motion for your multimedia ad sales and production teams.

✓ **Access** — All MNS subscribers access the ever-growing Library of content and ideas using *MetroCreativeConnection's* (MCC's) user-friendly interface.

- Search by keyword and helpful filter options
- Directly preview, print and download from the site
- Download spec ads in QuarkXPress® or InDesign® format
- Download all ad elements at the same time, or individually
- Search by print ads that have corresponding Web ads to enhance your multimedia sales efforts
- Provide access to an unlimited number of users at your location (no seat license restrictions)
- Give multiple people in multiple departments the ability to all save, share and contribute to projects with *Project Organizer*
- Print layouts directly from the site for planning and prospecting





CAMPAIGNS & CLASSIFIED

AUTOMOTIVE, REAL ESTATE, SELF-PROMOTION, THEMED DIRECTORY AND CLASSIFIED ADS, PLUS CAMPAIGNS

Expand repeat business and capture your share of the classified marketplace with all of the innovative campaigns, ads and promotions that are at the core of this service. Attention-compelling concepts help you open the door with your important automotive, recruitment and real estate advertisers. Further increase ad sales with the themed directories, self-promotion ads and circulation-building ideas.

✓ **Ready to sell** — Every ad layout and campaign contains a proven and complete concept that is ready to present and sell. With a variety of impactful ads, in optimal sizes, you have what you need to engage each of your advertisers and increase sales. Present ads by printing the files, or add your advertiser logos and information to create customized presentations.

✓ **Build Circulation and Linage** — Grow your classified business and expand your campaign sales with a variety of ready-to-go ad layouts, themed directories, circulation-building ads, campaigns and creative contest ideas, recruitment developments, real estate layouts, bonus full-page auto ads and coordinating Web ads.

✓ **Sales Leads and Ideas** — Each quarterly issue of *Campaigns & Classified* can be used as a planning tool for making the most of each promotional opportunity within the quarter. In addition, view, print and download PDF versions of classified *MetroIdeas* columns and circulation-building ideas and suggestions in the *MCC Sales Ideas* area.

✓ **Print Book & SearchBook™** — View all new content from each quarterly *Campaigns & Classified* issue in print. Or, better yet, view them in Metro's new online, interactive SearchBook. Simply click on a page to instantly access your selection of content in the *Creative Library*. The SearchBook is the perfect tool to assist with planning, selling and production.

✓ **Coordinated Resources** — A real power source of its own, combine *Campaigns & Classified* with the *Metro Newspaper Service* to create an unbeatable combination of moneymaking potential for your company.

✓ **Access** — *Campaigns & Classified* subscribers have access to the ever-growing collection of Classified print, Web and mobile spec ads, images and ideas within *MetroCreativeConnection* (MCC). Search auto ads, themed directories, campaigns, real estate, classified, self-promotion or recruitment ads by keyword and download all elements quickly and easily.

- Search by keyword and helpful filter options.
- Directly preview, print and download from the site.
- Download spec ads in QuarkXPress® or InDesign® format.
- Download all ad elements at the same time, or individually.
- Search by print ads that have corresponding Web and mobile ads to enhance your multimedia sales efforts.
- Access is available to an unlimited number of users at your location (no seat license restrictions).
- Allow multiple persons in multiple departments to simultaneously save, share and contribute with *Project Organizer*.
- Print or email images and layouts directly from the site for planning and prospecting.





MiAD SPEC AD LIBRARY

THEMED SPEC ADS FOR KEY ADVERTISER TARGETS

Spec ads sell, and this monthly service is ready to go with timely ad layouts based on one or more of the most saleable themes for each month such as bridal, home, automotive services, health and fitness, pets, seniors and more. With every ad MiAD enabled, you can immediately customize, present, and lock in all related ad prospects.

✓ **Ready to Present and Sell** — Each monthly package is filled with ideal spec ads in 1-, 2- and 3-column sizes that target the optimal advertisers for each theme. Print them out to present or, better yet, use MiAD to help you quickly prepare spec ads and campaigns derived from these enticing layouts.

✓ **Coordinate with Top Selling Ad Themes** — Themed ads in the *MiAD Spec Ad Library* correspond directly to at least one of the key moneymaking topics of the month. In addition, they complement the theme of one or more of each month's print and online *Templated Special Sections*. Couple this with your ability in MiAD to create both print and Web ads and you are ready to sell.

✓ **Access** — Search the cumulative archive of themed ads in *MCC* and *MiAD*.

- All ads, MiAD-enabled for MiAD subscribers — quickly personalize any ad for in-person presentation or by email
- Search by keyword, ad size and/or issue
- Directly preview, print, email and download
- Download spec ads in MCC in either QuarkXPress® or InDesign® format
- Download all material associated with each ad at the same time, or download individual elements
- Access is available to an unlimited number of users
- Allow multiple persons in multiple departments to simultaneously share and contribute to *Projects* with *Project Sharing*

Subscribers can view the online *SearchBook* of each issue, which directly links to the content in MCC.



HOLIDAY ADVERTISING SERVICE

SPECIALIZED IMAGES AND ADS TO MAKE HOLIDAY SALES SPARKLE

This service is a guaranteed moneymaker for your end-of-year selling effort. With more than 900 images and over 3,700 column inches of all-new holiday art and ads for Thanksgiving, Christmas and New Year's — it is exactly what your sales team needs to compete and close sales during the crucial holiday season.

✓ **A Complete Package** — *HAS* is scheduled to arrive when summer ends, giving you plenty of time to plan for special sections, pages and events. This complete package of holiday imagery and ads will help increase your holiday sales. Ads in the full-color reference book are presented in 1-, 2-, 3-, 5- and 6-column sizes for use by a variety of advertisers and sponsors. Color and black and white options are available for all images, ads and tabs.

✓ **Access** — *HAS* subscribers can access the cumulative *HAS Library* online at MCC. Salespeople can search, print and email spec ads, while production staffs can retrieve complete ads or individual elements. All ads are available for download as both QuarkXPress® and InDesign® files.

✓ **Bonus** — Get a wealth of bonus materials, including:

- Free access to all ads in *MiAD*, Metro's online spec ad tool — quickly personalize any ad for presentation
- Two fully-templated holiday print special sections
- Ready-to-sell Coloring Book to attract sponsors and the youth market
- Alternate headings in Spanish and French

Subscribers can view the online *SearchBook*, which directly links to the content in MCC.



AUTOMOTIVE PHOTOS LIBRARY MOST EXTENSIVE LIBRARY OF MANUFACTURER AUTOS & COLORS

In a single, easy-to-use location, this exceptional online service gives you a valuable archive of auto images from 2000 to present, for all makes and models. Choose from multiple, consistently lit views of each vehicle, color views for every manufacturer color (as of 2006 models), three interior shots of each vehicle, as well as location backgrounds for use with any model, to accommodate the needs of your auto advertiser and layout design.

✓ **Instant Access** — Anyone in your organization, anytime, anywhere, 24/7/365, can select and download from thousands of new and used automobiles from all the major manufacturers.

✓ **Quick and Easy** — Now conveniently located in the *Creative Library of MCC*, search using ideal pull-down menus to immediately isolate years, makes and models.

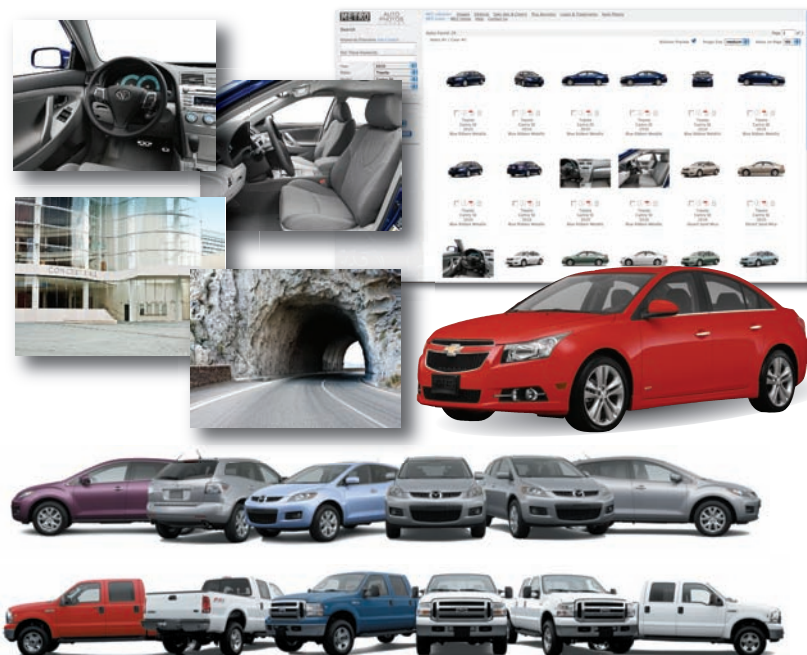
✓ **High Resolution** — Each file is presented in 300 dpi; RGB; JPEG format for quick downloads and flexible production.

✓ **Silhouette Mask** — Every vehicle has a dormant silhouette clipping path that can be activated in Adobe Photoshop®. There, files can be resaved as CMYK for printing as either TIFF or EPS with clipping path, in your desired size and resolution.

✓ **Multiple Views & Colors** — Each vehicle is available in six exterior and three interior views, all shot in a state-of-the art studio, providing you with consistent lighting at every angle. Choose the optimal angle for each ad layout. Plus, starting with the 2006 model releases, every model color that is available from a manufacturer is provided.

✓ **Background Photos** — Created for you to place autos in a realistic setting, these photos can take your auto ads to the next level and gain more exposure for a specific make and model.

✓ **Lightbox & Projects** — Save choices for later review and download with the security that they'll be there when you need them.



LOGOS & TRADEMARKS LIBRARY BRAND NAME LOGOS FOR DAILY AD PRODUCTION

Assist advertisers in connecting their businesses with the nationally known brands that consumers want. Search, select and download brand name logos and trademarks in the *Creative Library of MetroCreativeConnection (MCC)*.

✓ **Comprehensive Library** — Choose from thousands of color and black and white logos and trademarks for airlines, appliances, beverages, cars and car companies, food products, hotel chains, organizations, restaurant chains, sporting goods manufacturers, and a host of other popular categories. Each logo is presented in Adobe Illustrator® EPS format for convenience in placing into any professional layout program software, which provides the maximum flexibility in sizing.

✓ **Instant Access** — No need to spend countless hours searching the Web for logos and trademarks in low resolution JPEGs. Anyone in your organization, anytime, anywhere, 24/7/365, can select and download from thousands of logos and trademarks from all the major manufacturers.

✓ **Quick and Easy** — Now conveniently located in the *Creative Library of MCC*, search using ideal pull-down menus to immediately isolate your desired logo or trademark.

✓ **Lightbox & Projects** — Save choices for later review and download with the security that they'll be there when you need them.



METRO EDITORIAL SERVICES COPYRIGHT-FREE FEATURES FOR PRINT & WEB

Get copyright-free stories for print or online use in specialty and everyday pages and publications. In addition, get bonus material to add reader interest, including: Weekly crossword, word search, word scramble and *Crypto Fun* puzzles; *Kids' Corner* educational games and trivia; recipes; horoscopes; as well as daily *Metro Sudoku* puzzles. As an added bonus, get promo ads, print cover designs and ready-to-sell multiple-advertiser pages.

Have what you need to produce sections, create specialty publications, fill a gap in your regular ROP, and expand your online content with access to Metro's copyright-free features. These timely editorial stories are an informative and valuable benefit for readers. Plus, each article presents an opportunity to attract advertisers to purchase ad positions surrounding a feature that highlights information related to their business.

✓ **Copyright-free Features** — Through the *MetroCreativeConnection (MCC)* Editorial Library, access a wide selection of professionally written general-interest, timely, seasonal and sellable event features on the key topics for each month of the year.

✓ **Puzzles, Games & Recipes** — As an added value for subscribers, Metro also provides entertaining features which include weekly *Kids' Corner* games and puzzles, recipes, crossword puzzles, word search puzzles, word scramble and *Crypto Fun* puzzles, horoscopes and daily *Metro Sudoku* puzzles. They are great for selling ongoing sponsorships and tie-ins and can even eliminate the need to purchase some syndicated items. Find these listed under *Puzzles, Games & Recipes* in the MCC Editorial Library.

✓ **Quick-sell Multiple-Advertiser Pages** — Another great sales opportunity are the ready-to-sell, multiple-advertiser pages that center around a feature on one of the key topics or events for the month (i.e., National Child Safety Month, National Barbecue Month, etc.). These special sell-pages will attract a variety of sponsoring advertisers that want to show their support. They are also a great monthly head start and reliable resource for your sales team to sell. Find "Quick-Sell" pages in the *Creative Library* using the Ad-Type pulldown menu.

✓ **Ideas** — Each monthly issue of *Metro Newspaper Service* delivers various *Ideas* pages, including many for *MetroEditorial*, to help you plan and develop revenue-generating print and online sections, pages and specialty publications. Download PDFs of these *Ideas* pages from the MCC Sales *Ideas* area by selecting the "Ideas & Training" category.

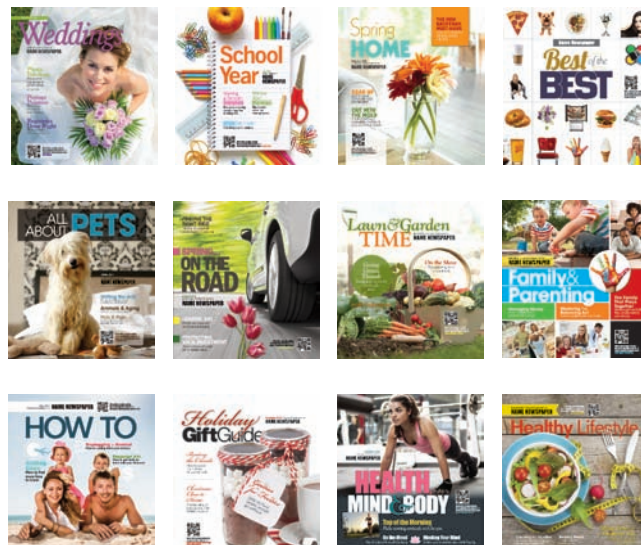
✓ **Editorial Videos** — Editorial videos are another added bonus for Metro subscribers. These videos feature editorial on a broad range of subjects and are perfect to use when you want to incorporate video into the mix to further expand your online editorial efforts. For access, go to the home page of MCC and click on the *Free Video Content* link located under the *Editorial Services* pull-down menu on the top of the page.

✓ **Fully-Templated Print and Online Special Sections** — Do you want to expand your special sections program and multimedia revenue? If so, then check out Metro's print and online *Fully-Templated Special Sections* program on page 9 to find out how this ready-to-go editorial combo package can help you significantly increase your sections revenue and expand multimedia ad sales.

✓ **Monthly e-Edition** — View all features released each month in the online *e-Edition*. To access, log into MCC, scroll down to the Informational Resources area located on the bottom of the Search area, click on the *e-Editions* link, then select the month you would like to view from the *Metro Editorial Services* pull-down menu.



FULLY-TEMPLATED PRINT & ONLINE SECTIONS
See page 10 for this year's Schedule of Metro's fully-templated print and online special sections that are ready-to-use and sell!



FULLY-TEMPLATED SPECIAL SECTIONS

A COMPLETE, READY-TO-SELL, PRINT & ONLINE SPECIAL SECTIONS PACKAGE

Now you can get a complete, ready-to-sell special sections package for print and online — the ultimate combination you need to attract advertisers and readers, grow revenue, and expand your multimedia efforts.

PRINT TEMPLATED SPECIAL SECTIONS:

If you want to increase ad sales revenue (and who doesn't?) while reducing the time it takes to bring a section from concept to final product, Metro's **fully templated print special sections** are a great solution with an exceptional return.

These beautifully designed, 24-page print templated sections come complete with eye-catching cover designs and page layouts filled with timely editorial content, dynamic imagery, and designated ad positions. All are available with or without in-position spec ads and a ready-to-go sell page. Two or three are available each month, which you can view and use online through its *e-Edition* or by downloading a PDF. Best of all, two coordinate with Metro's online **e-Sections**, giving you a complete package to sell in combination, expanding your ad sales options and revenue.

YOU GET:

- ✓ Two or three complete 24-page, professionally-designed layouts
- ✓ Templates available with or without complete spec ads
- ✓ Initial advertiser prospect list suggestions
- ✓ Downloadable PDF available for presentation
- ✓ Online e-Edition for viewing and presenting
- ✓ Marketing support materials, including a rate sheet and ads, to promote your sections to readers and advertisers

TEMPLATED SECTIONS FEATURES:

- ✓ QuarkXPress® or InDesign® formats available
- ✓ Ready-to-sell advertising opportunities in full-, half- and quarter-page increments
- ✓ Completely customizable for black and white or combination printing requirements

ONLINE TEMPLATED SPECIAL SECTIONS — e-SECTIONS:

Metro **e-Sections** are a key component of Metro's multimedia *e-Connect* program. These timely and highly marketable themed online *e-Sections* are ready to sell and present live on your site to help you expand online ad space and reach special niche markets. For a combination sales opportunity, two of the three monthly *e-Sections* coordinate with a print templated section's design and content. To assist in your sales efforts, print and online marketing materials are provided for each *e-Section*.

YOU GET:

- ✓ Three themed sites delivered each month
- ✓ Sales support materials for each *e-Section*
- ✓ Print and Web ads to promote your *e-Section* to advertisers and readers

e-SECTION FEATURES:

- ✓ Easy to co-brand
- ✓ Ready-to-sell advertising opportunities
- ✓ Easy to deploy with user-friendly Content Management System (CMS)
- ✓ Ability to add your own content
- ✓ Easy to market and sell with multiple ad positions and sizes
- ✓ Photo, video, social sharing and special offers options
- ✓ Ability to customize title/name and images



Print
Templated
Section



Coordinated Online e-Section



2016 THEME SCHEDULE - FURTHER EXPANDED & NEWLY TIMED FULLY-TEMPLATED ONLINE AND PRINT SPECIAL SECTIONS

JANUARY PACKAGE:

Available 11/20/15

Weddings
Health, Mind & Body
The New Year*



JULY PACKAGE:

Available 5/20/16

School Year
Weddings
On the Grill*



FEBRUARY PACKAGE:

Available 12/21/15

Spring Home
Think Green
Valentine's Day*



AUGUST PACKAGE:

Available 6/20/16

Fall Home
Healthy Lifestyle
Breast Cancer Awareness
Best of the Best**



MARCH PACKAGE:

Available 1/20/16

Living 50 Plus
Spring...On the Road
Healthcare Profiles**
St. Patrick's Day*



SEPTEMBER PACKAGE:

Available 7/20/16

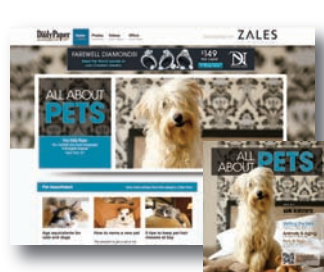
Holiday Gift Guide
Cancer Awareness
Fall/Winter Sports**
Hispanic Heritage*



APRIL PACKAGE:

Available 2/19/16

All About Pets
Lawn & Garden Time
Graduation 2016**
Prom & Graduation*



OCTOBER PACKAGE:

Available 8/19/16

On the Road
Holiday Gifts & Lifestyle
Halloween
Local Professionals Guide**



MAY PACKAGE:

Available 3/21/16

Family & Parenting
Women Today
Communions & Confirmations*



NOVEMBER PACKAGE:

Available 9/20/16

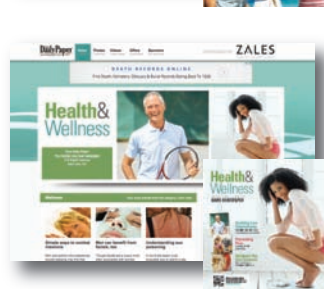
Giving Back
Dining & Entertainment
Pet Friendly*



JUNE PACKAGE:

Available 4/20/16

Health & Wellness
How-To
Summer Fun*



DECEMBER PACKAGE:

Available 10/20/16

Financial Planning
Resolutions
Distinctive Properties



Images from previously published sections

A UNIQUE MULTIMEDIA SOLUTION THAT DELIVERS FOR YOU AND YOUR ADVERTISERS

An advertising solution that offers your advertisers coordinated print and digital solutions is what you need to get ahead of your competition. More specifically, you need a multimedia offering that delivers results for your advertisers, and one that you can easily sell and implement.



Online e-Sections are the simplest, easiest way to get more consumer-relevant content on your Web site while expanding your ability to sell online advertising.



Online Storefronts let you help even the smallest businesses to maintain an online presence, while all businesses large or small can present special offers, highlight goods and services and point back to their own Web sites.



Marketplace Connection is the virtual community that your site visitors (and advertisers) will want to go to for information on which businesses in your area have the goods or services they need every day.

This is where **Metro e-Connect** comes in: a powerful advertising program that is designed to help you put advertisers' messages everywhere their target customers are looking for the products or services their businesses have to offer. The program is made up of three main components, *Online e-Sections*, *Online Storefronts* and *Marketplace Connection*.

While you can implement any or all of these components, when you present advertisers with the value of the complete package, they will not want to miss out on any part of this dynamic marketing opportunity for their business. It truly gives them a new and unique way to connect with their target consumers.

Online e-Sections

Readers are always looking for timely and informative content to help them with buying decisions for their particular areas of interest, and advertisers are always looking for ways to reach likely buyers. Hence the popularity of special sections. With the *Online e-Sections* of e-Connect, you have 36 opportunities to bring everyone together during the year.

Three new, timely themes are available each month. Implementation is as easy as a click of a button to go live — literally! Each provides you with five key advertiser positions on every page — sponsorship, leaderboard, rectangle and skyscraper — along with a sliding directory and co-branding space for your publication's logo. Ads can be rotated for extra ad sales opportunities and linked to advertisers' Web sites or to their *Online Storefront*.

Online Storefronts

Online Storefronts can initially act similar to splash pages — a landing place for QR codes and links — but go far beyond the single-page static listing of most splash pages. *Online Storefronts* are multiple-page mini-Web sites that contain a Google mapping feature, social sharing links, location and store hours info as well as advertiser-sponsored videos and photo galleries. Advertisers can upload feature photos for their page(s) and choose to highlight their products and services and present special offers or coupons. Every *Storefront* page has an automatically-generated QR code that can point the consumer right to the offer, gallery or any other Web page.

These built-in functions enable even the smallest businesses to compete on a level online playing field, even if they do not have a Web site of their own. Larger businesses and seasoned Web advertisers will appreciate the option of having a storefront where specific, timely offers, features and events can be highlighted. *Online Storefronts* are mobile-friendly and completely sharable with built-in links to social media.

Marketplace Connection

Having dynamic e-Sections on your site is critical for expanding your online audience and ad sales. But promoting your e-Sections so that people know they are there, and your advertisers get the results they are looking for, relies on your promotional efforts.

Ads and links throughout your site to current e-Sections, as well as support in print, are always a must for creating awareness and success for any ad-related program. With this in mind, we include a bonus e-Section called *Marketplace Connection* in the e-Connect package so you have a special place on your site to highlight and promote all of your current e-Sections, advertisers, photo and video galleries and special offers.

Think of it as your "Digital Billboard," where local consumers can see and take advantage of the full range of resources and offers available in your publication's market area.

CLOSE MORE SALES

METRO INTERACTIVE AD DESIGNER (MiAD)

MiAD Desktop:

MiAD™ Desktop is a Web-based ad makeup system that revolutionizes the sales process. Its intuitive interface enables sales reps to prepare personalized spec ads in minutes, dramatically improving the chances of closing a sale. Without any wait time for getting presentation-ready spec ads, sales reps can more effectively pursue advertising prospects.

MiAD Desktop lets you personalize spec ads with only a Web browser and an Internet connection:

- ✓ Generate and personalize spec ads for just about any sales call. Present them or quickly e-mail them to your advertisers and prospects.
- ✓ Set up directory ads and multi-sponsor promotions, even while on the phone with your customer.
- ✓ Make revisions or different versions in seconds, even at your advertiser's location
- ✓ Download high-res PDF or EPS files optimized for pagination, or native Quark documents
- ✓ Do all this with minimal design or software skills.

MiAD is easy to use, yet delivers sophisticated results:

- ✓ Upload and place advertiser logos, products, houses, autos and more; or use content from your *MetroCreativeConnection* Libraries. You decide what to use in your ads. We'll even store your content online for you, in your own secure area.
- ✓ Produce consistently-designed campaigns and ad programs by easily changing headlines, images and copy to extend additional holidays, events or marketing promotions.
- ✓ Quickly set up multiple-advertiser locations as easily as typing in their location and contact information.
- ✓ Click the Auto-Fit feature for multiple-item ads and MiAD will intelligently format your data using the specific items you want, while retaining intricate layout designs. Eight, 10, 12 items... it's up to you. Imagine how quickly you will be able to produce auto, real estate and other multiple-item ads!

For on-the-go sales professionals... MiAD Mobile empowers you to instantly customize, and show, professionally designed print, web and mobile ad presentations for all your advertising prospects right on your iPad®.

MiAD Mobile™:

- ✓ Provides thousands of print & digital ad design options
- ✓ Utilizes intuitive tablet interface
- ✓ Saves sales and production time
- ✓ Retains advertiser contact info
- ✓ Automates drop-in of advertiser info
- ✓ Provides ad editing options
- ✓ Creates spec ad presentations
- ✓ Optimizes presentations to advertisers
- ✓ Archives presentations
- ✓ Facilitates communication with advertisers and team
- ✓ Enables offline presentations

Once you try MiAD, we know you'll agree that it is the fastest and easiest way to get professional-quality spec ads and finished ads to present to your advertisers with minimum skills, effort and time so you can... close more sales!



METRO ADS ON DEMAND ON-CALL AD CREATION FOR PRINT, WEB & MOBILE

Need a cost-effective way to have custom print, Web and mobile ads ready when you need them? Then look to *Metro ADS On Demand (AOD)* to give you what you need, when you need it. This on-call ad creation service acts as part of your team, with a quick turn-around time, no long-term contracts and no ad-quantity commitments. From simple to complex, AOD keeps your work flowing smoothly and your print, Web and mobile ad clients coming back for more.

No matter what challenges you are currently facing, knowing that you have a professional resource available to create exceptional, cost-effective print, Web and mobile ads — as needed and on deadline — gives you an edge over the competition and benefits your bottom line.

Complete custom ads designed with your client specifications and deadline, no matter how simple or complex, is what *Metro ADS On Demand™* is all about.

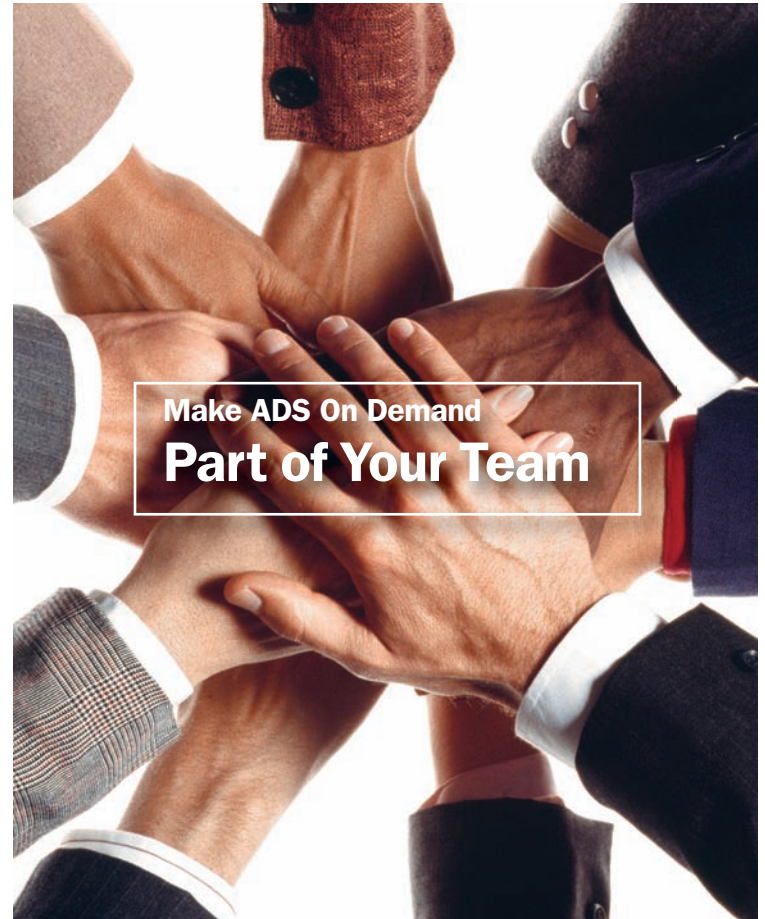
And you can benefit from all of this with no long-term contracts or ad-quantity commitments. What you need, when you need it, to keep your work flowing smoothly and your print and Web ad clients delighted.

AOD provides you with a broad range of custom sales, creative and production-support services for print, Web and mobile:

- ✓ Arm your sales force with customized print, Web and mobile ads, with minimal on-staff involvement
- ✓ Produce even the most complex print, Web and mobile ads in the most cost-effective manner
- ✓ Work with a courteous, professional staff full of fresh new ideas with the latest design and program capabilities
- ✓ Rely on a quick turnaround time
- ✓ Have the convenience of an online system for order tracking and revisions
- ✓ Take AOD on the road with the new mobile app

Best of all:

- ✓ No long-term contracts are required
- ✓ No ad-quantity commitments are necessary
- ✓ A free trial is available for all Metro subscribers



METRO PLUS BUSINESS MONEYMAKING IDEAS RESOURCE

Metro Plus Business® is a monthly networking resource within the Metro Creative Services book that reports on advertising and promotion ideas that publications have successfully used to generate revenue. A treasure trove of moneymaking ideas, PB articles describe the “how-tos” of effectively executing profitable events, promotions, special sections, niche publications, contests, themed pages, Web pages, e-sections, online videos, and so much more. Find them in the Sales Ideas area of MCC.

✓ **Metro Plus Business®** — A must read, *Metro Plus Business* is a unique resource that provides the perfect forum for the creative exchange of moneymaking ideas. Articles describe the “how-tos” of executing successful ad and promotion ideas that other publications have already proven profitable for creating special sections, contests, themed pages, sales incentives, special events, Web pages, and more. Each story ends with contact information so you can communicate directly with the people involved in making the idea a success at their media company.

✓ **Creative Brainstorming Sessions** — Turn to *Metro Plus Business* in the *Sales Ideas* area of *MetroCreativeConnection* for a valuable creative and sales brainstorming session right on your desktop. Search for idea-generating stories and trends from your industry peers who have been featured in *Plus Business* and shared the details of their successful idea and its execution. Type in keywords such as “home” or “dining guide,” or search by a specific issue date, to find timely ideas you can implement in the coming months. Whatever your search, the results you find will help generate sales when adapted and put into action within your market.

✓ **Access** — All Metro subscribers can access articles from the *Sales Ideas* area of *MetroCreativeConnection*, where more than 10 years’ worth of stories are archived and available in PDF format to read, download, and print individually. You will also find the popular *Metro Ideas* and *Metro Editorial Ideas* pages, as well as Metro’s *Weekly Sales Tips* and other email communications, conveniently archived. Think of the *Sales Ideas* area of MCC as your personal access to an ongoing “creative idea exchange.”

Featured topics include:

- ✓ Themed special sections
- ✓ Contests
- ✓ Self-promotions
- ✓ Circulation builders
- ✓ Ad campaigns
- ✓ Seasonal and holiday editions
- ✓ Specialty/niche publications
- ✓ Special pages
- ✓ Online sections and promotions
- ✓ Multimedia promotions



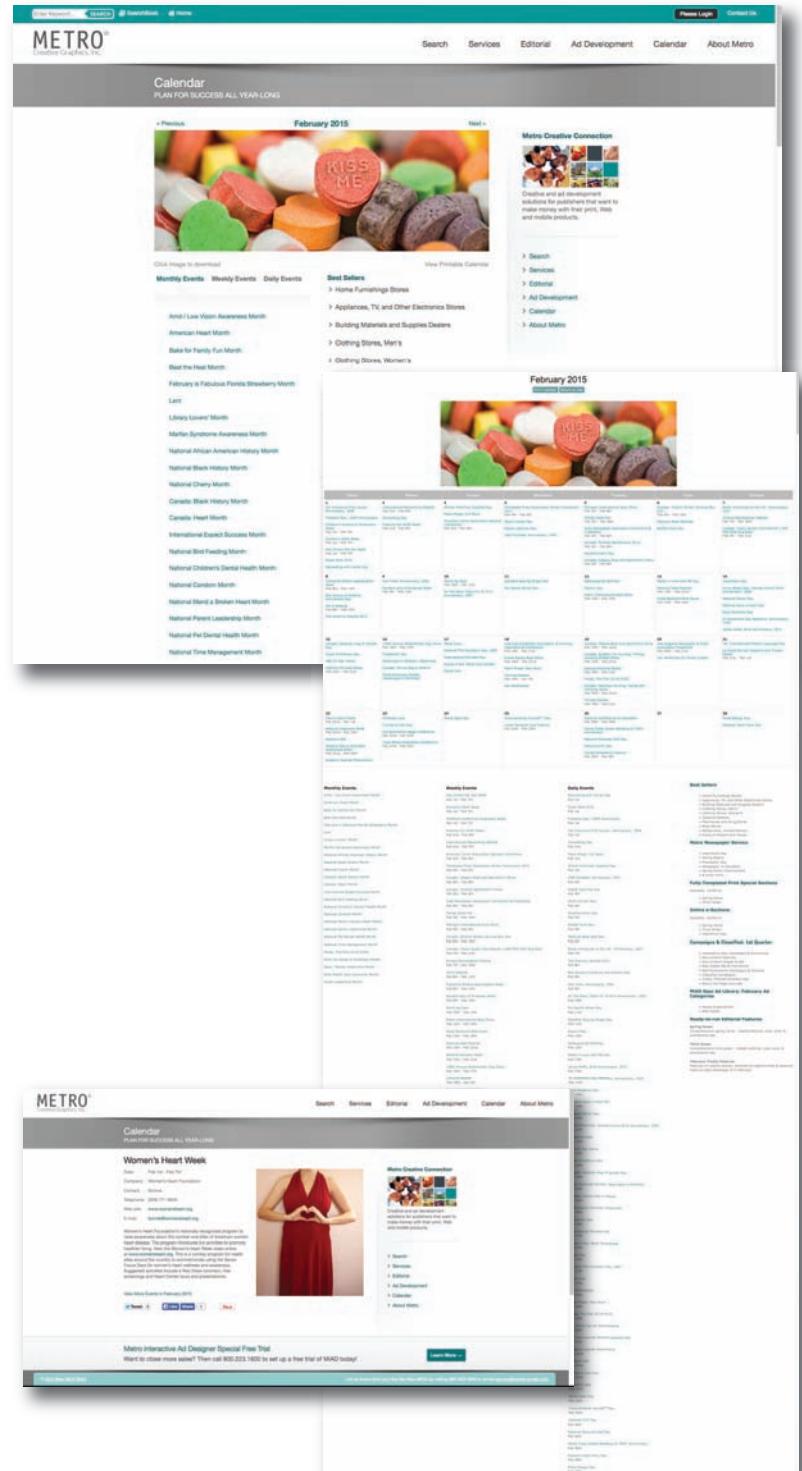
ONLINE PLANNING TOOL INTERACTIVE CALENDAR

Start your day with this indispensable tool that puts a first-rate information resource at your fingertips. Continuously researched and updated, this perpetual calendar of monthly, weekly and daily events, with contact information and sales tips, will help you seize every opportunity to generate revenue throughout the year.

Metro's Online Promotions and Planning Calendar encompasses the most relevant and current data available. It's continually updated to put the most accurate listings of hundreds of promotional possibilities and events right at your fingertips. Access to this perpetual planning calendar is free from any computer, anywhere, at any time. Click the *Calendar* link on the top navigation bar of the *MetroCreativeConnection* home page.

This invaluable online resource allows you to:

- ✓ **View an entire year's worth of daily, weekly and monthly promotional events.** Whether you plan major print and Web promotions based on the listings or reserve selected events for manageable campaigns to produce monthly incremental revenue, these items will be a valuable addition to your planning arsenal.
- ✓ **See Best Sellers for the month.** Best Sellers list the advertisers that spend the highest percentage of their annual advertising budget in that particular month, according to surveys by the Newspaper Association of America. Best sellers give you an immediate start on a monthly prospect list, which can be a great boost for busy sales departments as well as assist in training new salespeople.
- ✓ **Click to view information and ideas for a particular event listing.** Click the name of a particular event and you'll get a page with more information and a clickable link to the sponsor's Web site or other contact information. In many cases, a *Metroldea* is also included to help you get going immediately with related materials.
- ✓ **Image links provide immediate access in the Creative Library.** If you are logged in to *MetroCreativeConnection*, you will be able to take advantage of the links below event images that will bring you to that image in the Creative Library. Additional, similar results will also appear to give you more options for images related to an event.
- ✓ **E-mail an event page to a colleague.** Share your find with bosses or co-workers to develop your ideas and plan of action. Descriptions, contacts, Web sites, email links and phone numbers are included for just about every event listing.
- ✓ **Print a calendar page.** Suitable for your desk, wall or briefcase, the single month of your choice prints on 8 1/2 x 11 pages, complete with a beautiful, timely monthly photo. Also great to take into planning meetings!
- ✓ **Advance listings of state and national association conventions.** Keep current with your organizations and plan ahead to take full advantage of the valuable information and energizing experience you gain by attending these meetings and trade shows.
- ✓ **Synergy of services means more opportunities for you.** Each monthly calendar page offers the schedule of key subjects covered in *Metro Newspaper Service* and *Campaigns & Classified*, spec ad themes in the *MiAD Spec Ad Library*, as well as which fully-templated print and online special sections are being released. Seize the advantage by melding the various content available from *Metro* into all of your seasonal and event promotions.



E-MAIL, ONLINE, PRINT, PERSONAL SALES IDEAS & TRAINING

Beyond creative and editorial content for print, Web and mobile, planning tools, and production support services, Metro is about ideas and training. Every subscriber to Metro's services can benefit from the idea and training resources available to help every user at your company make the most of his/her Metro subscription(s) and, therefore, help to generate the most revenue for your business.

E-MAIL COMMUNICATIONS:

- ✓ Weekly Sales Tips & Ideas
- ✓ Weekly Quick-sell
- ✓ Monthly SearchBooks™
- ✓ Monthly Picks, Tips & Ideas
- ✓ Monthly Editorial News, Tips & Ideas

ONLINE & VIDEO TRAINING:

- ✓ Walk-throughs for all online services: *Metro-CreativeConnection (MCC)*; *Metro e-Connect*; *Metro interactive Ad Designer (MiAD)*; *Metro ADS On Demand*
- ✓ Individual MCC Library and special feature walk-throughs
- ✓ Webinars
- ✓ Technical set-up and training

PRINT & ONLINE TRAINING TOOLS:

- ✓ Monthly *Ideas* and *Editorial Ideas* pages (archived online in *MCC Sales Ideas* area)
- ✓ Moneymaking highlights and ideas within each service issue
- ✓ *Plus Business* success stories (archived online in the *MCC Sales Ideas* area)
- ✓ Usage tips and notes throughout every service issue

REGIONAL MANAGERS & CLIENT SERVICES:

- ✓ Available at 800-223-1600, Monday-Friday, 8:45 am - 5:45 pm EST
- ✓ Personalized walk-throughs of all services both in print and online; one-on-one or larger groups
- ✓ Technical support
- ✓ Image, editorial and idea searches
- ✓ Custom image & design requests
- ✓ In-person demos and training at conferences and by appointment

