

## Themed Special Sections

**READY TO RUN IN PRINT OR ONLINE**

Start planning for 2024 revenue today!

### 2024 SCHEDULE Titles & Publication Dates

#### 1st Quarter

**Weddings** 11/6/2023  
**Health & Wellness** 11/20/2023  
**Spring Home** 12/5/2023  
**Senior Health** 12/18/2023  
**On the Road** 1/5/2024  
**Women's Health** 1/19/2024

#### 2nd Quarter

**Modern Real Estate** 2/5/2024  
**In the Classroom** 2/19/2024  
**All About Pets** 3/5/2024  
**Caregivers Guide** 3/20/2024  
**Active Seniors** 4/5/2024  
**Men Today** 4/19/2024

#### 3rd Quarter

**Active Living** 5/6/2024  
**Brides** 5/20/2024  
**Renos & Remodels** 6/5/2024  
**Fun & Games** 6/20/2024  
**Fall Kickoff Guide** 7/5/2024  
**Holiday Gift Guide** 7/19/2024

#### 4th Quarter

**Breast Cancer Awareness** 8/5/2024  
**Holiday Lifestyle** 8/19/2024  
**A Night Out** 9/5/2024  
**Holiday Hosting** 9/20/2024  
**Money Matters** 10/4/2024  
**Giving Guide** 10/21/2024



**SCAN CODE**  
to read section  
descriptions  
and learn more



› Cover design, articles, images and ready-to-sell ad positions in place



› Rate sheet, promotional ads (print & web) and social media posts also included



› Coordinated online Themed Websites & Directories available to pair with print sections

- › Fully templated 20-page section layouts or 12-page mini-section layouts
- › InDesign® and Quark® formats both available
- › Ready to print or post online as a PDF



- › 100% unbranded, copyright-free article content that can be edited to match your legacy titles or "localize" any way you like
- › Completely customizable for alternate page counts and printing requirements



› All 2024 sections are available in two sizes: 10.5" x 11.25" Tab and 8.25" x 10.75" Magazine



› Purchase by subscription for unlimited section access or a la carte at the lowest price in the industry

› E-edition and PDF links facilitate selling to prospective advertisers by printed presentation or email

**Metro's Themed Special Sections program provides great return on investment! Our clients say it best.**

"The quality content, artwork, and low cost make Metro's themed special sections a no-brainer."

— West Volusia Beacon, Florida



"Metro themed sections provide a yearly dose of new, broad copy and art to supplement our own local content, and are easily customizable to fit our unique needs."

— Pulaski Citizen, Tennessee

"We have used Metro's themed sections to generate thousands of dollars of local revenue."

— Clinton Herald, Iowa

## 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 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, 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 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 within your paper for a targeted group of small advertisers, or sell pages as a series for a single large-scale sponsor.