

# Your Digital Solutions From Metro

Use these digital-friendly content features to save time, enhance your site and social media, develop email marketing, drive digital traffic, and build online revenue.

**It's all included with your subscription!**



## Web Ads

Sell digital advertising and combo packages with coordinated web and mobile templates in three sizes available for every print ad design.



## Editorial Features

Entice online advertisers with unlimited, unbranded, copyright-free articles that tie in with their business or seasonal promotions. Use the ready-to-post teaser text at the end of each story to drive traffic via your social feeds.



## Social Posts

Engage advertisers and drive traffic to your website with ready-to-post JPGs for your Facebook, Instagram and X accounts. Fresh designs for monthly events, holidays, seasonal promotions and local topics enhance your digital marketing strategy instantly.



## Photos, Vectors, Headings & More

All of your Metro images can be used digitally without any copyright concerns or seat license restrictions. Your subscription includes unlimited downloads for unlimited users.



## Contest Ideas

Discover a variety of sponsor-friendly contest ideas to run online throughout the year for local events, holidays and more. Heading design JPGs and web ads help you get started.



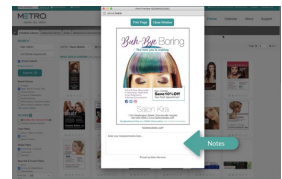
## Themed Pages & Covers

Build and sell advertising pages or entire online sections around popular themes with PDF layouts that include coordinated covers and interior page designs, plus additional articles from your Editorial Library.



## Email Marketing

Strengthen customer retention and generate new business around seasonal opportunities, monthly event tie-ins and holiday programs with eye-catching, ready-to-email marketing promotions that can also be customized and sent as e-cards.



## Personalized Sales Presentations

Impress advertisers and facilitate communication between sales and creative teams with email presentations that are easy to create and share. Sales reps can use their individual Metro login to personalize these presentations for clients. Your Metro subscription includes unlimited access for unlimited users, so make sure all members of your sales and creative teams are set up to access every Metro benefit and resource.

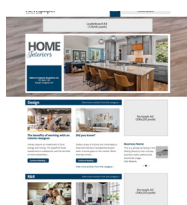
## Additional Digital Solutions

Available by separate purchase



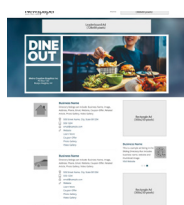
## Themed Special Sections

for print and online publication Fully templated and ready to sell with print and digital marketing materials included, run these special sections in print or as online PDFs.



## Custom Websites & Online Directories

Ready-to-run, mobile-responsive themed sites and coordinated online ad directories from \$50!



## ADS On Demand (AOD)

for print and online publication On-demand digital and print ads and campaigns with overnight turnaround, no minimums, no long-term contracts, and low per-ad pricing.

# METRO

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