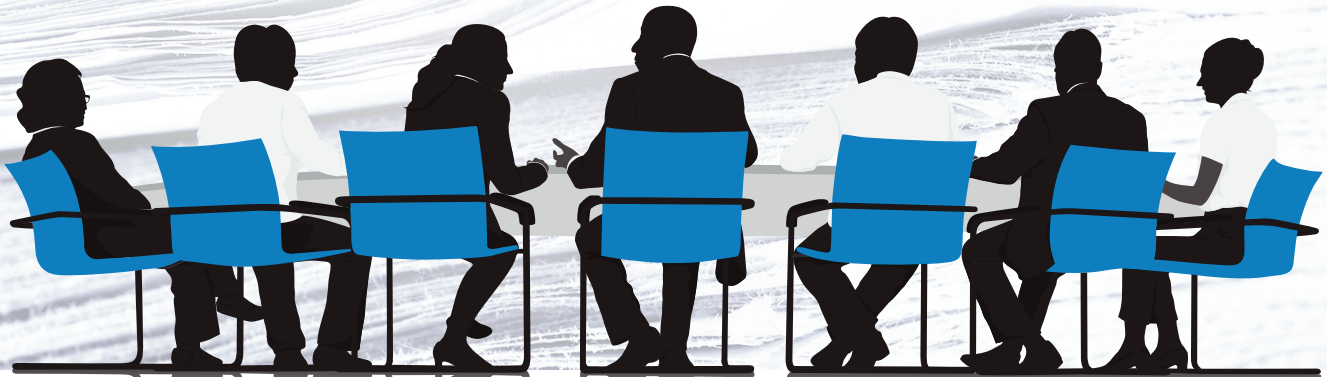


Metro's Programs, Tools & Resources at a Glance

SALES PROFESSIONAL'S TOOLKIT



SAVE TIME. SELL MORE. GROW REVENUE.

Week after week, Metro delivers a combination of print and online ideas and solutions to assist sales professionals like you in planning, executing, presenting and selling ad promotions. Use these valuable tools to attract new advertisers, lock in existing clients and expand current promotions and activities to grow your overall ad sales.

METRO[®]

CREATE. SELL. PROFIT.

Themed Event Packages = Quicker Sections & Page Sales

Jump-start themed page sales or entire special sections with coordinated cover, page and promotional layouts for a single topic, as well as coordinating spec ads and images. Download ad page PDFs for e-mailing to prospects, or print pages for mailing or in-person presentations.



- Themed editorial-anchored page layouts to target multiple advertisers
- Drop in a logo or prospect info and present today
- Cover designs to expand sales themes to full sections
- Related spec ads and images support section development and sales

Web & Mobile Ads for Print + Digital Package Sales

Capture more revenue by offering print and digital advertising to customers with these coordinated packages. With combos for top ad prospects added each month and five web ad sizes to choose from, you have key advertisers covered in print and online.



- Five top ad sizes to choose from: leaderboard, rectangle, skyscraper, banner and wide banner
- Ready to print and present or make your own PDFs for e-mailing
- Layered Photoshop files (.psd) provided for easy customization

Full-Page Multiple-Advertiser Layouts & Contests

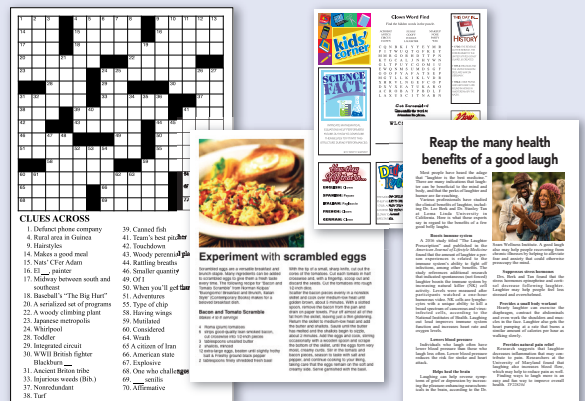
Appeal to advertisers at any price point with ready-to-present full-page concepts featuring a variety of ad sizes. Show prospects the benefits of themed advertising alongside complementary goods and services to capture increased consumer interest. Run pages as many times as you like to accommodate more advertisers and multiple buys.



- Themed Marketplace multiple-advertiser layouts for varying ad budgets
- Coupon Pages highlighting offers by participating advertisers
- Sponsor-ready Contest ideas, headers and promotional layouts
- Broadsheet and tabloid full-page options for each layout

Articles, Games, Puzzles, Kids' Features, Recipes & More

Offer unique placement opportunities to advertisers and sponsors with editorial features, games, puzzles and more. Access hundreds of copyright-free, ready-to-run articles on topics like home improvement, seniors, pets, family and beyond. Plus, download word finds, crosswords, Sudoku, horoscopes, puzzles, coloring pages, kids' features and recipes, all included with your Metro subscription.



- Available to all subscribers in the MCC Editorial Library
- Un-sponsored, copyright-free article content to "localize" any way you like
- "Did You Know?" features under 300 words to quickly fill small page spots
- Social media messaging also available for every article

Infographic & Adscape Sales Opportunities

Draw the attention of readers and advertisers alike with eye-catching infographic and shaped ad layouts designed for key holidays and topics throughout the year. Anchor infographics with the premium ad spot provided, and complement shaped ad layouts by running a quick search for related articles in your *Editorial Library*.



- Upsell for top-selling holidays, events and seasonal themes
- U.S. and Canadian versions provided for infographics
- Easily update infographics as needed in Quark and InDesign layouts for future use

Themed Special Sections (TSS), Websites & Online Directories

Special sections are a great way to expand ad sales revenue, and Metro's ready-to-present-and-sell print sections – with coordinated websites and online directories available for every title – can help you achieve unprecedented results. Sections are fully designed and written with ad spots in place. Websites are ready to go live and sell, no HTML knowledge needed.

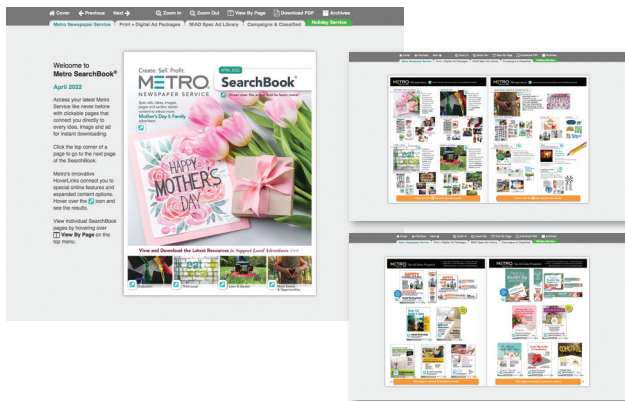


Themed Special Sections and sites are available by separate purchase

- 37 *Themed Special Section* titles, all available in both tab and magazine sizes
- Coordinated *Websites* and *Online Directories* available for every print title
- 100% unsponsored, copyright-free article content
- Sections available by subscription for unlimited access or a la carte
- Lowest per-section starting rate in the business

Monthly Content at a Glance: Interactive SearchBooks®

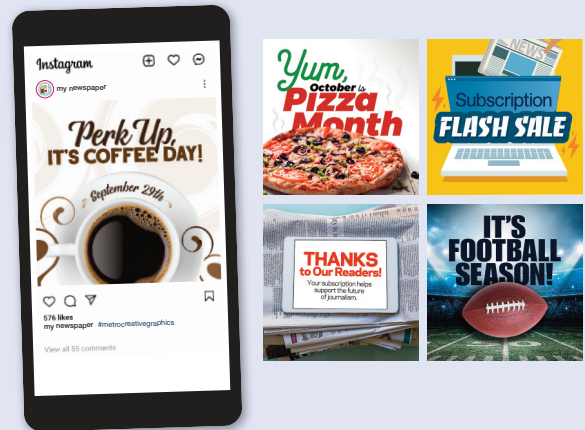
View and instantly download every featured image and ad from each of your Metro Services using online **SearchBooks**. Clickable pages showcase the latest creative content, putting dozens of fresh ideas and spec ads for sales calls at your fingertips every month. Simply click on any page to be connected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



- Presents every new ad layout and image for viewing, downloading and sharing
- Helpful marketing and planning notes included
- *Metro Newspaper Service*, *Wizard Spec Ad Library*, *Campaigns & Classified*, *Print + Digital Ad Packages* and *Holiday Advertising Service* are all available in *SearchBook* format

Ready-to-Post Social Media Designs

Enhance your digital marketing strategy instantly with eye-catching designs that are ready to post to your **Facebook**, **Instagram** and **Twitter** accounts. Download posts for holidays, special events, community engagement and self-promotion, then use the topic to link related advertisers and promotions.



- Ready-to-upload JPG files
- Build and tag related promotions and advertisers
- Announce holidays and related changes to office hours

Planning Resources & Calendars

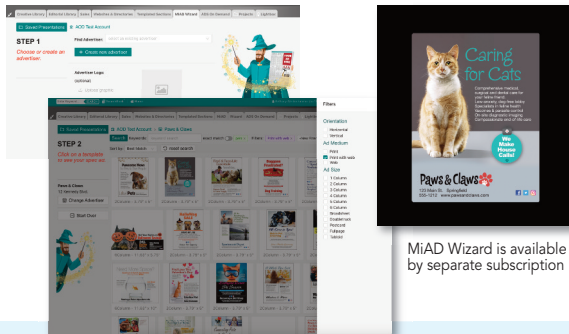
Sales success starts with good planning. Metro's online planning calendar keeps you up to date on all of the monthly, weekly and daily promotional opportunities throughout the year, complete with event information links and sponsor contacts.



- Monthly calendars of timely events and promotional opportunities
- Printable calendars fit on 8 1/2" x 11" pages
- Contact info and links for events and sponsors
- Find out best-selling ad categories for each month
- See timely topics covered each month by your Metro Services
- Print calendars to bring on sales calls, or send links to advertisers

Instantly Personalized Spec Ads: MiAD® Wizard

Having spec ads on hand for every sales call can help you close up to 70 percent or more, in less time. With the Wizard, sales teams can quickly personalize and share print and digital spec ads and presentations in three simple steps from any laptop or tablet with internet access and a web browser, no training or design experience required.



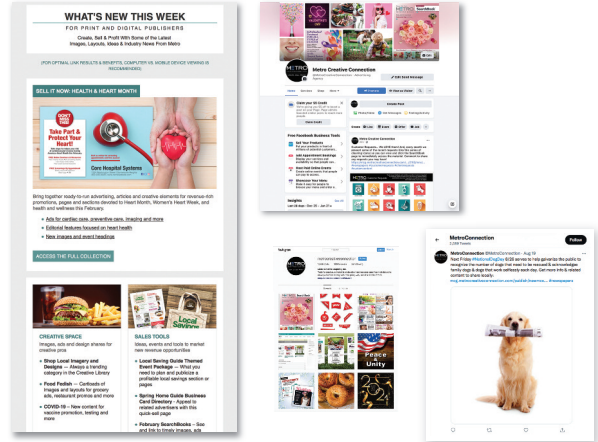
MiAD Wizard is available by separate subscription

NEED EXTRA HELP WITH AD CREATION?

When you need custom print or digital ads or campaigns, Metro's ADS On Demand (AOD) partnership delivers with overnight turnaround, low-cost per-ad pricing, no minimums and no long-term contracts. Email service@metro-email.com to learn more or set up a free two-week trial!

Promotions, Updates & Ideas: Plus Business, Emails & Social

Make sure you are set up to receive our email updates to maximize subscription benefits and get new content alerts, plus learn about the latest successful promotions from peer publications in our *Plus Business* series. For more great ideas and resource links, follow us on Facebook, Twitter and Instagram.



- Proven sales promotions from around in the industry in *Plus Business*
- E-mail notification for new materials, ideas, tips, training and promotions
- *Email Ideas & Communications* archived in the MCC Sales Tools Library
- Valuable sales info and ideas via Facebook, Twitter and Instagram

Requests, Webinars, Training & 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, help you locate exactly what you need, or even make a custom content request. In addition to our live and recorded webinar offerings, one-on-one training and MCC walk-throughs with our team are always available by request! Call or email service@metro-email.com for all the help you need.

- Schedule webinar training on Metro products for groups or individuals
- Get assistance in locating specific ads, images and ideas
- Submit image and ad content requests
- Request info and free trials for all Metro services
- Get the peace of mind that comes with knowing you have a great backup team

Create, Sell & Profit With Metro.

METRO

Metro Creative Graphics, Inc.

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Voice 212.947.5100 Toll-free 800.223.1600 Fax 212.967.4602

Email service@metro-email.com

www.metrocreativeconnection.com



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