

CREATE. SELL. PROFIT.

# METRO

CREATIVE SERVICES



## HOME IMPROVEMENT

Revenue-building ads, page layouts and images for home products and services



## ST. PATRICK'S DAY

St. Patrick's Day sale, contest and event promotions to generate more green



## BEAUTY

Gorgeous images and ad designs to attract salons, spas and beauty advertisers



**MiAD Spec Ad Library PP. 73-80:**  
Ready-to-sell small-space ads for automotive service and spring sale advertisers  
- MiAD enabled!

Take your pick from fresh ads and images to sell-a-brate  
**Springtime**

## SPRINGTIME



**ON THE COVER:**  
N1703P12006C

Perk up seasonal sale ads or promotions from local florists, garden centers and landscape advertisers with this gorgeous image of tulips in bloom.

**Kick off spring with fresh seasonable images and ad themes!**

- March 20 marks the first day of spring. Create any number of one-day sale promotions to mark the change of season (14, 29, 32).
- Combine money-saving "spring specials" from a range of local businesses in a coupon directory layout featuring seasonal offers from salons, restaurants, gyms, cleaning services, auto care centers and more (58).
- Help a retailer promote "dirt-cheap deals" on spring garden tools, a top-selling March product category, or offer spring allergy solutions from a medical center (08, 09).
- Find many more spring sale-themed ads in the March edition of *Mid Ad Spec Ad Library* (5, 8, 9, 11, 12, 13, 21, 26).



## HOME IMPROVEMENT



**Start building sales with content geared toward a variety of home improvement advertisers.**

- A *Marketplace* layout features directory space as well as ready-to-present-and-sell ads for landscaping services, waterproofing inspections, furniture and home furnishings, the latest paint color trends and spring cleaning discounts (10).
- Other ads featured this month include "floor-to-rafter home repair and maintenance" as well as "local and recommended" home renovation services (09, 20).
- Promote a spring home and garden show event with a beautiful full-page ad layout (31).
- Finally, use a *Themed Event Package* to jumpstart a Home Interiors special section (44)!



## ST. PATRICK'S DAY



**Find plenty o' fun ways to involve local businesses in Saint Patrick's Day advertising.**

- Recruit multiple advertisers to participate in a "local leprechauns" promotion designed to drive foot traffic to retailers offering special discounts and prizes in celebration of St. Patrick's Day (50).
- Another multi-advertiser opportunity invites advertisers and readers to participate in a St. Patrick's Day print treasure hunt contest (05).
- Help a local restaurant or pub promote St. Patrick's Day food and drink specials (18).
- A "lucky 17% off" sale promotion is featured for an appliance store, but can be easily adapted to suit other advertisers (30).
- A directory features celebrations and special offers from various advertisers with bonus headings for a pub crawl or "lucky deals" (25).



## BEAUTY & HEALTH



**Find fresh ads, ideas and images perfect for beauty and health advertisers.**

- Weight-loss and tanning services are top-selling ad categories for March. Find eye-catching ad designs to help secure sales from both (09).
- Attract advertising from a day spa incorporating limited-time special offers, and promote "an affordable touch of luxury" from a nail salon (22).
- Help a fitness center recruit new members with a *Single Sheet* design (51).
- As urgent care centers continue to gain popularity as a healthcare resource, find an ad to promote a grand opening (20).
- Also find ads for a stroke center, blood bank, medical supply store and allergy clinic (08, 09).
- Finally, don't overlook sponsorship opportunities associated with Doctors' Day (09, 68).



A quick look at the many ways you can create, sell and profit from this month's content, and the perfect tool to include in your planning meetings.

## CAR CARE



Ideal for generating year-round revenue, find a wealth of ads for all types of auto care advertisers featured this month.

- *Single Sheet* designs focus on quality work and great customer service from a local mechanic, as well as a tire center's "rollback" promotion (51).
- Encourage service centers to draw in new clients by promoting free brake and tire inspections in time for spring road trips (08).
- Help auto accessory shops appeal to drivers who want to stand out on the road with specialty rims and performance parts (08).
- March *MAD Spec Ad Library* features more than a dozen additional automotive ads (2-27).
- Combine all of this revenue-rewriting content in this month's *Spring ... On the Road Templated Special Section* (59).



## MARCH PROMOTIONAL OPPORTUNITIES



Ring in spring with additional sales opportunities featured in March *MNS*.

- Use a "tax-free refund season sale" promotion to close a sale with an electronics store or other big-ticket advertiser (20).
- Invite a pharmacy or other sponsor to run a safety message in conjunction with Poison Prevention Week (15, 68).
- Promote subscriptions during Newspaper in Education Week with a ready-made ad and images to create additional promotions (34, 35).
- Focus on kids and family time with an ad for classic board games and puzzles, a *Single Sheet* design for a day care center, and an Amazing Kids Themed Event Package (20, 43, 51).
- Find ample images and *Themed Event Package* topics focused on business (40, 45, 46).
- Help a local sports bar capitalize on the excitement surrounding college basketball in March with hoopla-worthy specials (08).



## MARCH CUSTOMER REQUESTS

FIND THIS MONTH'S CUSTOMER-REQUESTED ART ON PAGE 69!



N1703P69011C



N1503P23001C

As always, all of Metro's images and ads remain available in the cumulative online MCC Libraries. We track the trends of what you are downloading and try to provide more of the popular photo and ad categories you are using daily.

These are the most downloaded to date from the MARCH '16 issue of *MNS*.



N1503A17002C

## FULLY TEMPLATED SPECIAL SECTIONS (TSS)

March's TSSs in Print & Online:

- LIVING 50 PLUS
- SPRING ... ON THE ROAD
- HEALTHCARE PROFILES

TSS are available by separate purchase. View them online in the MCC Editorial Library. Start growing sections revenue today: Call 800-223-1600 or e-mail [service@metro-email.com](mailto:service@metro-email.com) to order!



# METRO

CREATE. SELL. PROFIT.



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Toll-free 800.223.1600  
[www.metrocreativeconnection.com](http://www.metrocreativeconnection.com)



Follow Us on Instagram  
[@metrocreativeconnection](https://www.instagram.com/metrocreativeconnection)



COMPANION WEB & MOBILE ADS NOW AVAILABLE ON MCC!

Get Web ads in the MCC Creative Library. Click the *Web* button to limit your search to only ads that have a Web component. Click the "W" below each thumbnail and download the Metro Web or Mobile ad as a layered Photoshop file (.psd).

Our Thanksgiving issue is...  
**STUFFED with SAVINGS!**



Pick up your Thanksgiving Issue of the  
**The Intelligencer.**  
Wheeling News-Register  
and Save Hundreds!

Available at these locations:

2-11	Lincoln General
A & A Mini Mart	Marathon
All State Tires	Market Carryout
Bob's Chicken	Mark's Carryout
B & C Carry Out	Tex
BP	Market Heights
Brubaker's	Old
Budweiser Corner	Marjand Market
Cambridge News	Miller Food & Fuel
Carroll's Club	Miner's Market
Carroll's Express	Advance Plaza
Chambers Store	North Mini Mart
Charney's Station	North Grocery
Circle K	New Mart/Noville
Coakley's Market	Sunoco
Cooper's	Farmer
Corbett's Market	Paradise Food
Corner Food	Market
Country Club	Pepper Dry
Country Corner	Pepper's Deli & More
Court Restaurant	Post Road Center
Crosby Dr	Quick Mart
CVS	Quick Stop
D & D Fuel Mart	National Country
Dollar General	Store
Duggan's Market	Weg All
Dunn & Dunham	Schmidt Brothers
Shops	Sunoco
East Pointe	Sunoco Deli
Market	Shenell
Faxon	Shell Candy
Family Market	Shur Post Market
Fuel Mart	Smith Dr
Heart Eagle	Speciality
Go Mart	Speciality 2
Gregg's Market	Speedway
Grocery Party	Starline
Center	T.J's Gas-Go
Go	Truck Center of
Jerry's Mini Mart	America
Ken's Quick Mart	Shirley's Place
Ken's Carry Out	Wells Truck Stop
Kyle's Stop and Go	Widge Dairy Bar
Household Carryout	Walgreens
North Country	Whitman
Capitol	Whitburg Market
Kroger	Whitney's Market
Leesville General	
Store	

# Talking Turkey: Metro Image Gives Thanksgiving Section a Facelift

## Ogden ADS Center, Martins Ferry, OH

Metro's quick turnaround helped the design staff at the Ogden ADS Center update the look of several newspapers' annual Thanksgiving editions.

**CREATE:** An updated look for a longstanding holiday edition with an infusion of new artwork. When the creative services team wanted a new image to promote Thanksgiving editions, a quick email to Metro's customer service team rapidly resulted in four great options to make their promotions stand out with the ideal artwork.

**SELL:** A variety of spec ads that complement or tie in with the new artwork. The team uses Metro for all of their creative images and ad building, and many of the salespeople create spec ads using Metro's Wizard, saving time and closing more sales.

**PROFIT:** Attract advertisers to established products with a fresh, up-to-date look. Metro's wealth of creative content helped the design team respond to requests for seasonal images and ad building for multiple Ogden Newspapers, carrying on a profitable Thanksgiving tradition.

**Added Plus:** The Ogden ADS Center also appreciates Metro's immediate response when they need to add accounts for new staff members. Remember that everyone, in every department, gets full access to all Metro subscription resources!

*"Metro got back to me a few hours later, which was a big help. They're always very prompt with a response and even if I can't get something the same day I request it, I always get an email update back with some options to look at in the meantime."*

Shaunna, Creative Manager



# Spec Ad Does Double Duty

## *Ferdinand News and Spencer County Leader, Southern Indiana*

An ad based on a Metro spec layout served two important purposes: emphasizing that all children can learn from newspapers and encouraging readers to become subscribers. The ad ran in both the newspapers' NIE sections and as an ROP house ad, and was equally at home — and equally effective — in both settings.

**CREATE:** Self-promotion and subscription ads that can serve multiple purposes and run in multiple products. In this case, the layout was originally a Metro spec ad, and the team simply adapted the copy for their purposes. They used it to enhance a special NIE section done in conjunction with local schools, implementing a lot of what Metro offers, from spec ads to art to crossword puzzles to editorial content, to create the section.

**SELL:** Engage local businesses and readers with what the publication is doing in and for the community. The kids write articles and design ads for sponsors' businesses, which are then presented to the advertisers so they can select the ones they want. Whether producing ads for sections, ROP and self-promotion or identifying content to fill open spots in special publications, the publisher and staff rely on Metro to get things done.

**PROFIT:** Boosts in visibility, stature and subscriptions propel profits. The team created this ad to enhance the NIE section's appeal to advertisers and readers, but also to drive subscriptions — and it worked very well.

**Added Plus:** In addition to winning an award for the newspaper's "Word to the Wise" ad, publisher Kathy Tretter and her team were honored to receive the Hoosier State Press Association's coveted Blue Ribbon Award in 2016 for the *Ferdinand News*.

*"We're big fans of Metro, not just because it has the best art out there, but because we never have trouble finding exactly what we need."*

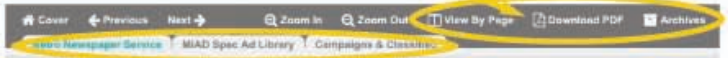
Kathy, Publisher



Access the SearchBook through the link on the top of the MCC home page, the Search pulldown menu, or through a number of links on the site.



The menu inside each SearchBook gives you navigation abilities as well as access to earlier issues, and the ability to download the entire issue as a PDF.



Choose the issue you'd like to view from the SearchBook tabs.



Flip through the SearchBook pages like you would the pages of a magazine, or use the View By Page menu to go directly to specific pages.

## Interactive SearchBooks: View & Access New Content So You Can Create, Sell & Profit

Access your latest Metro content like never before with clickable pages that connect you directly to every idea, image and ad for instant downloading. Best of all, everyone in your organization can benefit from Metro SearchBooks from any computer, tablet or phone with Internet access.

### SearchBook Online Access

Getting to the SearchBooks for all Metro services is easy. Once you log in on the MCC home page, click the SearchBook link on the upper left of the menu bar to open the current issue. Or, go to the Search pull-down menu to select which month's SearchBook you would like to access. Once the SearchBook opens, you'll find selection tabs for the current Metro Newspaper Service, MiAD Spec Ad Library, Holiday Advertising Service and Campaigns & Classified SearchBooks.

### View Expanded Options

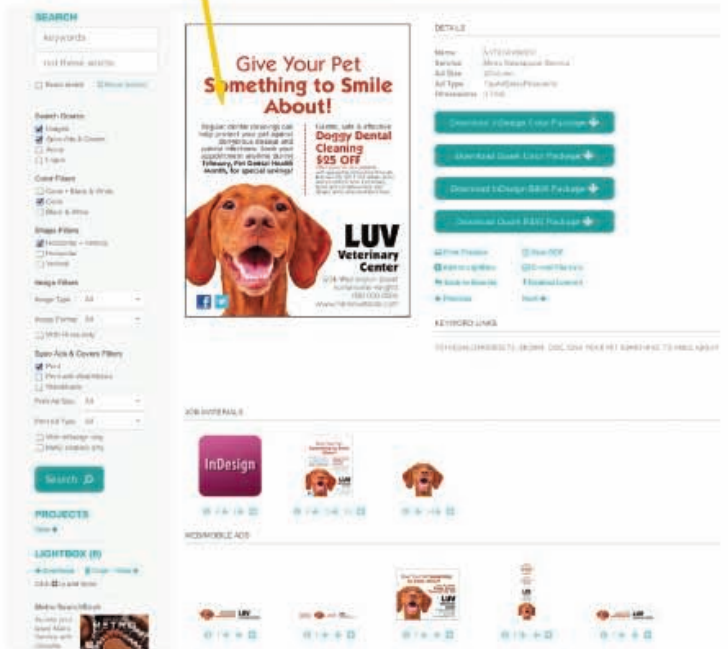
Metro's innovative HoverLinks connect you to special online features and expanded content. Hover over the blue-boxed arrow icon and see the results. SearchBook pages link to the content within MCC for your convenience. Click any page and you'll be brought into MCC, where you can select and download your choice of the ads and imagery that you viewed through the SearchBook.

### SearchBook PDFs

You can download the entire SearchBook as a PDF to view offline. Just select the Download PDF link on the upper right of the window and, depending on your browser preferences, you can either directly download it to your workstation or you can save it through your PDF Reader program.

### SearchBook Sharing

You can also copy the URL address for any SearchBook and email it to others on your team or to people in multiple departments. The recipient will have full access to the SearchBook and MCC content if they have a user name and password. If they need a user name and password, our Client Services Team would be happy to set them up. Just call 800-223-1600 or email service@metro-email.com. M



Click any image or ad page while viewing the SearchBook to be taken directly to that content inside MCC. There, you can download any items you wish without the necessity of any further searching.

## “Lucky Finds”

### St. Patrick's Day Treasure Hunt Contest

One Lucky Winner Will Receive a **\$170 CASH PRIZE**

Search this newspaper to find these 12 symbols hidden in ads from the local businesses listed here. Fill in the correct image number for each corresponding advertiser for your chance to win!

**TO ENTER:**

1. Visit [www.metrocreative.com](http://www.metrocreative.com) and click on the contest link.
2. Complete and return the contest card to the Metro Creative Library, 1234 Washington Street, Somersville Heights, OH 43086.
3. Complete and return the contest card to the Metro Creative Library, 1234 Washington Street, Somersville Heights, OH 43086.
4. All entries must be received by Metro Creative Library on or before **March 16, 2017**.
5. All entries must be received by Metro Creative Library on or before **March 16, 2017**.
6. All entries must be received by Metro Creative Library on or before **March 16, 2017**.
7. All entries must be received by Metro Creative Library on or before **March 16, 2017**.
8. All entries must be received by Metro Creative Library on or before **March 16, 2017**.

**COFFEE SHOP**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**IRISH GIFT SHOP**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**CLOTHING STORE**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**ATTORNEY**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Image #** **Bar & Grill**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Image #** **Beauty Salon**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Image #** **Auto Repair Shop**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Image #** **Grocery Store**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Image #** **Dry Cleaner**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Image #** **Electronics Store**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Image #** **Contractor**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Image #** **Landscaping Service**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Usage Note:**

St. Patrick's Day is Friday, March 17. Take advantage of the event falling on a weekend with this **Lucky Finds St. Patrick's Day Treasure Hunt Contest**. This idea is a variation on the tried-and-true treasure hunt method of getting readers to look through your entire published edition to find the symbols associated with each advertiser in their ad. We are suggesting a cash prize of \$170, but you can expand it for your sponsors to provide additional prizes, or combine their contributions to make a bigger cash prize, it's up to you.

N1703A10001C

# Caption Contest

Write a clever caption for this image of the month, and you could win a cash prize plus see your name and winning caption in print!

Your caption here:

**Winner Announced the First Saturday of Every Month!**

**This Month's Prize:**  
**\$50 Gift Card to Name Restaurant**

**TO ENTER:**

- 1. Visit [www.metrocreative.com](http://www.metrocreative.com) and click on the contest link.
- 2. Complete and return the contest card to the Metro Creative Library, 1234 Washington Street, Somersville Heights, OH 43086.
- 3. Complete and return the contest card to the Metro Creative Library, 1234 Washington Street, Somersville Heights, OH 43086.
- 4. All entries must be received by Metro Creative Library on or before **March 16, 2017**.
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- 6. All entries must be received by Metro Creative Library on or before **March 16, 2017**.
- 7. All entries must be received by Metro Creative Library on or before **March 16, 2017**.

Thanks to our caption contest sponsors for their generous monthly prize contributions!

**Image #** **Restaurant**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Image #** **General Store**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Image #** **Coffee Shop**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Image #** **Grocery Store**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Image #** **Bookstore**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Image #** **Pharmacy**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Image #** **Variety Store**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Image #** **Car Wash**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Image #** **Pizza Restaurant**  
1234 Washington Street | Somersville Heights | 600-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Usage Note:**

This **Caption Contest** is set up to run once a month for the remainder of the year, but you can use the idea for a weekly promotion as well. The idea also lends itself to online participation, or you can use your website to reveal the winning captions and drive traffic there. That will give you the chance to sell combination print and Web/Mobile ad packages. Each month (or week), a sponsor gets moved to the layout's spotlight larger ad space and will provide the prize. Think about trying it out as a way to secure new business and to introduce prospects to your potential to help them reach their target audiences.

N1703A10002C

CREATE. SELL. PROFIT.



N1703A06001C - 10x13

As spring approaches, so does the growing season. An **Ag Focus** section or pages can be a source of information for home gardeners and professional farmers alike. Your focus will represent the impact agriculture has on your economy, so the key phrase to keep in mind is, "keep it local." See MCC for a broadsheet full-page version of the Quick-Sell layout.



Advertiser Suggestion: <b>Skin Shop</b> 123 Main Street City, State, Zip	Advertiser Suggestion: <b>Sporting Goods Store</b> 456 Main Street City, State, Zip	Advertiser Suggestion: <b>Fitness Center</b> 789 Main Street City, State, Zip
Advertiser Suggestion: <b>Shopping Boutique</b> 101 Main Street City, State, Zip	Advertiser Suggestion: <b>Health Foods Shop</b> 202 Main Street City, State, Zip	Advertiser Suggestion: <b>Farmer's Market</b> 303 Main Street City, State, Zip

N1703A06002C - 5 col x 13  
N1703A06003C - 6 col x 21



N1703A06004C - 10x13

If gas prices remain as stable as they have over the past year, travel by car will be an attractive alternative for short-distance trips as well as weekend getaways. A **Road Trips** section or pages can be the go-to resource for readers looking for spring travel guidance. Sell the Quick-Sell layout for inclusion into the section or as a part of your regular ROP pages.



Advertiser Suggestion: <b>Auto Dealer</b> 123 Main Street City, State, Zip	Advertiser Suggestion: <b>Gas Station</b> 456 Main Street City, State, Zip	Advertiser Suggestion: <b>Electronics Store</b> 789 Main Street City, State, Zip
Advertiser Suggestion: <b>Cellphone Company</b> 101 Main Street City, State, Zip		

N1703A06005C - 5 col x 13  
N1703A06006C - 6 col x 21



N1703A06007C - 10x13

St. Patrick's Day is Friday, March 17. A **Shamrock Times** section or pages can be an all-inclusive source of information about the happenings and colorful Irish-themed goods and services that your advertisers will provide. Include parade schedules and routes, concerts, dance performances, restaurant and supermarket food specialties, imported Irish goods sales, pub crawls, and more.



Advertiser Suggestion: <b>Irish Restaurant</b> 123 Main Street City, State, Zip	Advertiser Suggestion: <b>Party Supply Store</b> 456 Main Street City, State, Zip
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N1703A06008C - 5 col x 13  
N1703A06009C - 6 col x 21



N1703A06010C - 10x13

Spring officially arrives on Monday, March 20. Greet the season with a **Spring** section or pages. It can target an individual aspect of the season, such as spring gardening or spring home improvement, or open the content to all things — and advertisers — relating to the season. There is a full-page broadsheet version of the Quick-Sell layout available in MCC.



Advertiser Suggestion: <b>Garden Center</b> 123 Main Street City, State, Zip	Advertiser Suggestion: <b>Lawn Care</b> 456 Main Street City, State, Zip	Advertiser Suggestion: <b>Home Improvement</b> 789 Main Street City, State, Zip
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N1703A06011C - 5 col x 13  
N1703A06012C - 6 col x 21



**AMAZING KIDS**  
NAME NEWSPAPER

Junior Talent Showcase  
Local Arts Programs for Kids  
Best Academic Enrichment Programs  
Home Schooling FAQs  
Family Fun Activities Guide

See the complete **Themed Event Package** for these layouts on page 43.

**AMAZING KIDS**  
How to help kids in your community

Advertisement Suggestion:  
Community Center

N1703A43001C - 10x13

The subject of kids has been perennial gold in the publishing industry. An **Amazing Kids** section or pages is a generic title that can direct focus to any aspect of kids in your area that you prefer. Highlight academic scholars, scholastic athletes and performers, volunteers or all of the above. Keep it focused on the child care set or grade school and high school kids, it's up to you. There is a tab-sized version of the **Quick-Sell** layout available in MCC.

Advertisement Suggestion:  
Art Classes  
Art & Crafts Supply Store  
Tutor  
Kids Sports League  
Kids Clothing Store  
Kids Store

N1703A43002C - 5 col x 13  
N1703A43009C - 6 col x 21

**Home Interiors**  
NAME NEWSPAPER

The Hottest Home Trends for Spring  
Kitchen & Bath Renovation, Inspiration  
Local Home Services Guide  
Call an Interior Designer

See the complete **Themed Event Package** for these layouts on page 44.

**Home Interiors**  
Create drama with bold paint colors

Advertisement Suggestion:  
Interior Designer

N1703A44001C - 10x13

A **Home Interiors** section or pages will spotlight advertisers in your area and provide readers with the info they need to make spring home improvements. See the complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers. Sell the **Quick-Sell** layout for the section or to run in separate ROP editions, and duplicate the layout to accommodate additional sales.

Advertisement Suggestion:  
Paint Store  
Home Improvement Store  
Home Goods Store  
Lighting Co.  
Contractor  
Furniture Store

N1703A44002C - 5 col x 13  
N1703A44009C - 6 col x 21

NAME NEWSPAPER

**Here's My CARD**

See the complete **Themed Event Package** for these layouts on page 45.

**Here's My CARD**

How to build a strong professional network

Advertisement Suggestion:  
Handyman  
Caterer  
Contractor  
Lawyer  
Fitness Instructor  
Electrician  
Printing Center

N1703A45001C - 10x13

**Here's My Card** pages and sections have remained popular for many publications. Such pages and sections provide an economical way for smaller businesses to participate in a print and online product with a longer shelf life, and a great way to prospect new business. See this complete **Themed Event Package** for corresponding self-promotion print, Web and mobile ads for your readers and advertisers.

Advertisement Suggestion:  
Handyman  
Caterer  
Contractor  
Lawyer  
Fitness Instructor  
Electrician  
Printing Center

N1703A45005C - 5 col x 13  
N1703A45009C - 6 col x 21

NAME NEWSPAPER

**Business Today**

Local Grand Openings  
Small Business Resource Guide | MBA Q&A

See the complete **Themed Event Package** for these layouts on page 46.

**Business Today**

How entrepreneurs can spread the word about their businesses

Advertisement Suggestion:  
Department Store  
Office Supply Store  
Cellphone Company


N1703A46001C - 10x13

What defines business in your area? A **Business Today** section or pages can let readers put their finger on the pulse of your community while giving businesses a chance to advertise their accomplishments, goods and services. Sell the **QuickSell** layout for the section or to run in separate ROP editions, and duplicate the layout to accommodate additional sales.

Advertisement Suggestion:  
Department Store  
Office Supply Store  
Cellphone Company

N1703A46002C - 5 col x 13  
N1703A46009C - 6 col x 21

N1703P46009C-0



## Delicious Citrus

Take your pick from tasty and healthy homegrown grapefruits, oranges, lemons and limes!

Look for Organic & Locally Grown Sunpoint Farms Citrus Fruit

available at these local retailers:  
Name Store  
Name Store  
Name Store  
Name Store

\*\*\*\*\*

### Sunpoint Farms

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1703A08001C PASS 2 COL. x 5

N1703P43006C-0

## Mobility Aids, Medical Supplies & More

We're here to help you maintain your independence as well as maximize your comfort and convenience with a full spectrum of home health care products.

Rental Specials  
Electric Scooter \$149 14 days  
Hospital Bed \$240 month  
Offer good through 06.30.17. Includes delivery and pickup. Not for death, care and conditions here.

Let our knowledgeable associates answer your inventory and insurance questions by phone!



### Premier Medical Supply

1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

AD# N1703A08002C PASS 2 COL. x 5

N1703P43004C-0



## The Freshest Seafood for healthy & delicious meals

Shore looks good!

Wild-Caught Alaskan Salmon \$12.99 lb.	Homemade Clam & Corn Chowder \$6.99 pint	Jumbo Cleaned & Peeled Shrimp \$8.99 lb.
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Follow us on social media for daily market specials and more!

### Seaport Market

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1703A08003C PASS 2 COL. x 5

N1703P43007C-0

N1703P42003C-0



## Catch All the Hoopla Here!

Enjoy every game on our big-screen TVs with slam-dunk food and drink specials!

Admitted specials good on college basketball game dates through 09.09.17.

**\$10 MVP Pitchers**  
**\$5 Baskets**  
**\$3 Shooters**


### The Score Bar & Grill

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1703A08004C PASS 2 COL. x 5

N1703P42001C-0

## Blood Donations Save Lives



You never know how your donation of life-saving blood can change the future of one person, or an entire family.

Schedule your appointment to donate today!

Walk-in appointments are also welcome. For donation hours, donor requirements or to schedule your appointment online, please visit our website.

### Somersville Blood Bank

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1703A08005C PASS 2 COL. x 5

N1703P42007C-0



## Va-Va-Va-VROOM

Specialty automotive accessories and high-performance aftermarket parts to make your vehicle stand out on the road.

Rims | Remote Starters  
Audio | Video | Sunroofs  
Lighting | Cargo Carriers  
Alarm Systems | Liners  
Running Boards & More

We also offer professional installation services and custom window tinting!

### AccessoRide Auto

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1703A08006C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC



## Safe Travels Start Here

See us for all of your vehicle maintenance and repair needs to ensure your car is operating safely and efficiently.

FREE Tire & Brake Inspections  
Call or visit us online to book your fast, free inspection service.

Foreign & Domestic Vehicle Specialists | Honest & Dependable Service  
Free Written Estimates | All Work Guaranteed

### Simmons Auto Care

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1703A08007C PASS 2 COL. x 5

N1703P42006C-0



## Dirt-Cheap Deals

Small Garden Hand Tools 2 for \$5	30% Off Shovels, Rakes & Hoops	\$99 Your Choice Name Brand Cordless Trimmer or Blower	BOGO 50% Off All Planters & Garden Containers
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### Corner Hardware & Garden

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1703A08008C PASS 2 COL. x 5

N1703P33003C-0

## Kids' Looks for Less

Shop prices you have to see to believe on gently worn kids' fashions, footwear and accessories.

Trade your children's outgrown fashions for cash or store credit!  
Call or stop in today for details.

### Wee Ones Consignment Shop

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com



New Arrivals Daily

AD# N1703A08009C PASS 2 COL. x 5

N1703P45008C-0

# Think Spring

Let the new you bloom with a medically supervised weight-loss program customized to fit your lifestyle and help you reach your goals.

**Get Started for FREE!**  
Call today to arrange your complimentary consultation.



**Marin Weight-Loss Clinic**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1703A09001C PASS 2 COL. x 5

N1703P1-1001C

# All Your Favorites

Quality. Taste. Value. Variety.

Premium Cold Cuts  
Hand-Cut Steaks  
Deli & Sandwiches  
Hot & Cold Salads  
Freshly Made Salads

**Weekly Specials**  
Call, come in or connect via social media to see what's on sale!  
Open 7 Days

## Engo's Meats & Deli

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com



AD# N1703A09002C PASS 2 COL. x 5

N1703P3-7003C

N1203P4-6009C



# Get to the Root of Spring Allergies

We specialize in all types of allergy testing and treatment to help you feel and function your best!

Call today for an appointment.

Appointments are generally available within 5 days, and we welcome most insurance plans. For out-of-pocket pricing, just ask one of our helpful receptionists.

## Somersville Medical Center

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1703A09003C PASS 2 COL. x 5

N1703P1-3007C

# Life-saving care. Life-changing recovery.

Proud to be a leader in stroke care, prevention and research. To learn more about our services and to familiarize yourself with the warning signs of a stroke, visit us online today.

## Somersville Hospital Stroke Center

1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com



AD# N1703A09004C PASS 2 COL. x 5

N1703P4-3003C



# Because We Care

Thank a doctor today!  
Doctors' Day March 30

## Somersville Hospital

1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

We'd like to take this opportunity to thank the dedicated doctors who make our hospital and our world a better place. Their commitment to their patients and communities is an inspiration, and we honor each of them for making a difference.

AD# N1703A09005C PASS 2 COL. x 5

N1703P4-3010C



# Floor-to-Rafter Home Repair & Maintenance

Big or small, we do it all — all at great prices!

- Plumbing • Electrical • Drywall • Carpentry • Painting • Wallpaper • Tile • Re-grouting • Wood Floors • Pictures • Fences • Decks • Picture Hanging • Odd Jobs • General Maintenance • Hauling

Free Estimates  
Local References  
Licensed & Insured

**Fix-It Home Services**

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1703A09006C PASS 2 COL. x 5

N1703P4-3009C

N1203P4-6009C

Call or come in to claim your **Free Starter Tan!**

# Ready for Shorts Season?



Appointments & Walk-Ins Welcome

UV-Free Custom Airbrush Tanning Only **\$29**

Offers good for new clients through 02.02.17.

## Tan Time

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1703A09007C PASS 2 COL. x 5

N1703P1-1004C



Join us for delicious fine dining in a relaxed and friendly setting.

# Inspired Cuisine

Daily Specials  
Half-Price Wine  
Wednesdays

Patio dining available  
Reservations welcome  
Open at 5 pm  
Closed Mondays

## Bistro 55

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1703A09008C PASS 2 COL. x 5

N1703P6-2011C



# Face Every Day with Faith, Friendship & Fellowship

New Faces Welcome  
Meet-&-Greet Mass  
Every Sunday at 11am

Enjoy complimentary refreshments after the service. We look forward to welcoming you!

## St. John's Church

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1703A09009C PASS 2 COL. x 5

N1703P4-5005C

Companion WEB + MOBILE ADS available on MCC

N1703P13004C-  
N1703P10001C\*-O



**Usage Note:**

Advertisers will benefit from the association with fellow businesses associated with the Marketplace layout's theme while you reap the rewards of a full-color page. Sell this Marketplace layout for a variety of sponsors as part of a multiple-run campaign. For your convenience, a tab-sized version of the page is available in the MCC Creative Library.

**Home Goodies**  
Discounted Home Goods  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Home Goodies**  
Discounted Home Goods  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Home Goodies**  
Discounted Home Goods  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Home Goodies**  
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1234 Washington Street • Somersville Heights  
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[www.namewebsite.com](http://www.namewebsite.com)

**Home Goodies**  
Discounted Home Goods  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Home Goodies**  
Discounted Home Goods  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Sound Waves**  
Upgrade Your Home's Sound System  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

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Upgrade Your Home's Sound System  
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[www.namewebsite.com](http://www.namewebsite.com)

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[www.namewebsite.com](http://www.namewebsite.com)

**Sound Waves**  
Upgrade Your Home's Sound System  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Handy Dan**  
Your Local Handyman Service  
1234 Washington Street • Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

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Your Local Handyman Service  
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000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)



N1703P23008C\*-O

up to 30% Off Luxurious Cotton Sheets  
Going On Now Sale ends Sunday!

**Feather Your Nest for Spring**  
Save on our finest comforts of home.

100% Cotton Bath Towels 2 for \$10  
Bed-in-a-Bag Comforter Sets \$29 & up  
All Open Stock Casual China 20% Off!

Offers good March 2020 - 2017. List details, terms and conditions here. [List details, terms and conditions here.](#)

**Home Warehouse**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1703A10002C  
PASS 2 COL. x 5

**The Latest Home Color Trends**  
Primrose yellow, lapis blue, flame orange, vibrant green... Give your home a fast and affordable makeover with a fresh coat of beautiful color!

20% Off All Paints & Painting Supplies NOW Through Sunday

\$1.99 Sample Pots

**Hardware & More**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Leave Spring Cleaning to the Pros**  
Save time. Save money!

\$20 Off Your First Service minimum 3 hours  
\$10 Off Your Second Service minimum 3 hours

Choose from one-time, weekly, biweekly or monthly service by a trained and reliable team of cleaning professionals.  
Free Estimates Screened & Insured

**Clean House**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

AD# N1703A10004C  
PASS 2 COL. x 5  
AD# N1703A10003C  
PASS 2 COL. x 5  
N1703P23006C-  
N1703P23005C-  
N1703P23008C\*-O

N1703P45007C-  
N1703P61008C-  
N1703P46009C\*-O

**Furniture & Decor**  
to enhance your home and lifestyle

From the latest exclusive trends to the perfect classic piece for your rug, find everything you need for a beautiful and comfortable home.

**Madison Furniture**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

AD# N1703A10005C  
PASS 2 COL. x 5

Call or visit us online to schedule your inspection!

**Is Your Home Spring-Shower-Proof?**  
Make sure with a professional waterproofing inspection service, and avoid potentially costly damage to your home.

\$29 Residential Home Inspection Service

**Marsh Contracting**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Wish Granted**

Finally, Affordable, Reliable, Hassle-Free Landscaping Service so you can take back your weekends!

mowing | trimming  
planting | sod | pest control  
irrigation | cleanup  
drainage

Free Estimates Insured & Bonded Satisfaction Guaranteed

**Hanson Landscaping**  
1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1703A10007C  
PASS 2 COL. x 5  
AD# N1703A10006C  
PASS 2 COL. x 5  
N1703P29009C-  
N1703P61008C-  
N1703P46009C\*-O

AD# N1703A10001C PASS 6 COL. x 21  
AD# N1703A10008C 10 x 13



N1703P11004C-●



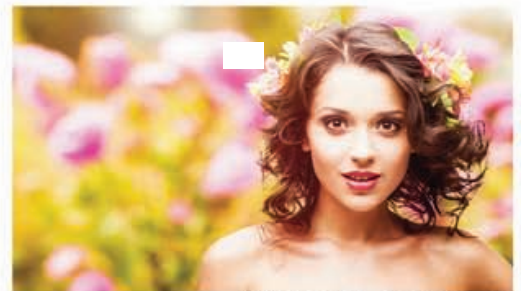
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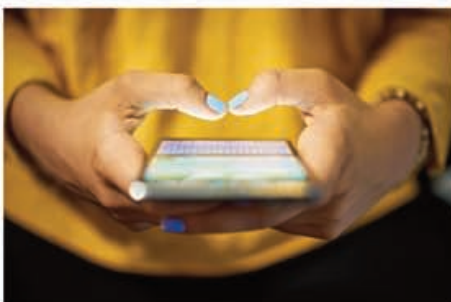
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N1703P11005C-●



N1703P11008C-●



N1703P11002C-●



N1703P11006C-●



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N1703P12005C-●



N1703P12004C-●



N1703P12007C-●



N1703P12008C-●



N1703P13008C-●



N1703P13006C-●



N1703P13007C-●



N1703P13003C-●



N1703P13002C-●



N1703P13001C-●



N1703P13004C-●



N1703P13005C-●



N1703P14008C-●



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N1703P14007C\*-○



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N1703P14003C\*-○



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N1703P14004C\*-○



N1703P14002C\*-○



N1703P42003C  
 N1703P62036C  
 N1703P13006C

N1703P15002C

N1703P15001C

N1703P45003C  
 N1703P45008C  
 N1703P33004C



## Community Calendar March

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
	5	6	7	8	9	10 11
12 13 <small>Daylight Saving Time Begins</small>	14	15	16	17	18 <small>St. Patrick's Day</small>	
19 <small>Spring Begins</small>	20	21	22	23	24	25
26	27	28	29	30	31	



**March 00**  
**Spring Home Show**  
 Free admission and parking!  
 The Somersville Convention Center  
 10 am-5 pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)



**March 00**  
**Summer Camp Sign-Up Fair**  
 Over 30 programs to explore!  
 Somersville Community Center  
 11 am-7 pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)



**March 11**  
**Farmers' Market**  
 Over 60 local farmers and artisans!  
 Downtown Main Street  
 9 am-3 pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)



## Summer Camp Sign-Up Fair

Thursday, March 00 • 11am - 7pm

Find the perfect camp program to help your child thrive this summer!

### Somersville Community Center

1234 Washington Street  
 Somersville Heights  
 000-000-0000  
[www.namewebsite.com](http://www.namewebsite.com)

**Over 30 Day & Sleepaway Programs to Explore**  
 Sports | Technology | Theater  
 Academics | Outdoors | Sewing  
 Music | Dance & So Much More



**March 17**  
**St. Patrick's Day Parade**  
 Fun for the whole family!  
 Downtown Main Street  
 10am-12 noon  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
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 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
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 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

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[www.namewebsite.com](http://www.namewebsite.com)

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 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)



**March 00**  
**Grand Opening Celebration**  
 Free refreshments, live music & giveaways!  
 Central Plaza  
 10 am-5 pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Name Event Here**  
 Event details here. Event details here. Event details here.  
 Name Event Location  
 0:00am-0:00pm  
[www.namewebsite.com](http://www.namewebsite.com)

**March 00**  
**Craft & Quilting Fair**  
 Free Admission. Event details here. Event details here. Event details here.  
 Somersville Community Center  
 10 .m-3 pm  
[www.namewebsite.com](http://www.namewebsite.com)

AD# N1703A15002C  
 PASS 3 COL x 7  
 N1703P36009C  
 N1703P15003C

N1703P39014C  
 N1703P48001C

AD# N1703A15003C  
 PASS 6 COL x 3  
 N1703P43002C

# Keep a Lid on Danger

More than 90 percent of unintentional poisonings happen in the home, and prescription medications are a common culprit. Be sure to keep all prescription and over-the-counter medications out of reach from children in locked cabinets. If you are taking more than one medication, consult your physician or pharmacist to avoid potentially dangerous drug interactions.

**Know the Number!**  
**1-800-222-1222**

Keep this Poison Help Line number in your home to get immediate help from a poison expert. If someone is poisoned or has trouble breathing, call 911 immediately.

National Poison Prevention Week March 19-25 Sponsored by **Somersville Pharmacy**  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

Companion  
 WEB + MOBILE  
 ADS available  
 on MCC

AD# N1703A15001C PASS 6 COL x 21  
 AD# N1703A15004C 10 x 13



N1703P14001C\*-○



N1703P14002C\*-○



N1703P14003C\*-○



N1703P14004C\*-○



N1703P14005C\*-○



N1703P14006C\*-○



N1703P14007C\*-○



N1703P14008C\*-○



N1703P17001C\*-○



N1703P17002C\*-○



N1703P17003C\*-○



N1703P17004C\*-○



N1703P17005C\*-○



N1703P17006C\*-○



N1703P17007C\*-○



N1703P17008C\*-○



N1703P17009C\*-○



N1703P17010C\*-○



N1703P17011C\*-○



N1703P17012C\*-○



N1703P17013C\*-○



N1703P18001C-●



N1703P18009C-●



N1703P18008C-●



N1703P18004C-●



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N1703P18007C-●



N1703P18006C-●



N1703P18003C-●



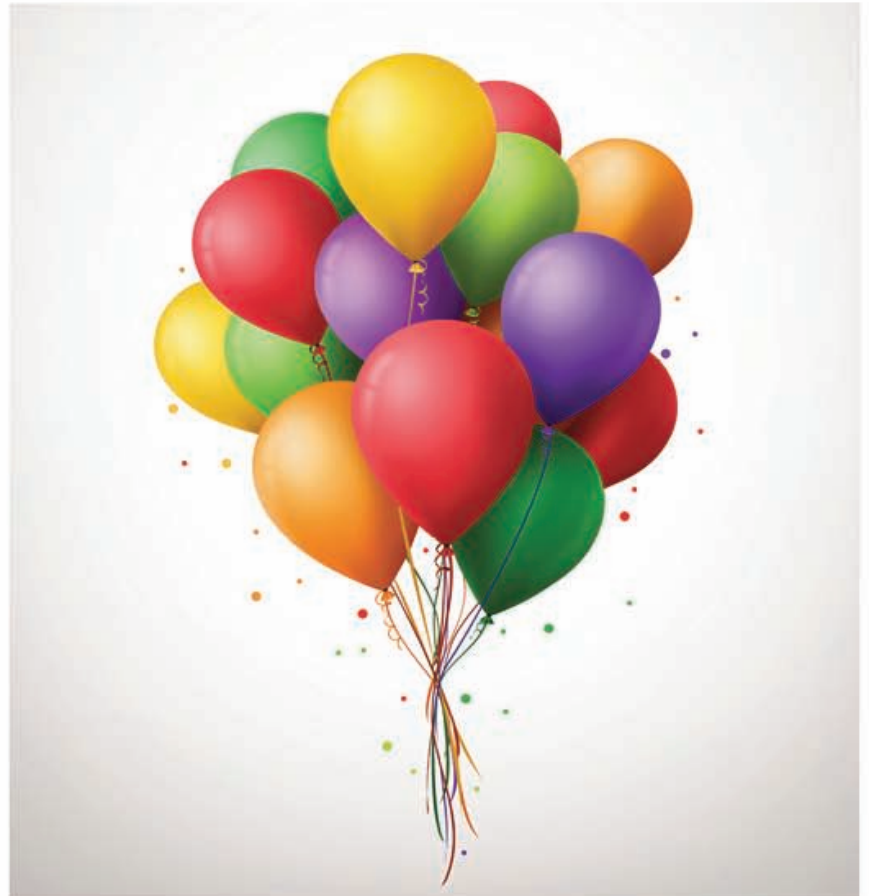
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N1703P19004C-●



N1703P19007C-●



N1703P19008C-●



N1703P19003C-●



N1703P19001C-●



N1703P19002C-●

N1703P20001C\*-O

N1703P18004C

# Hours of Family Fun for Under \$15



**Name Game Board Game**  
list details here | list details here  
**\$10.99**

**Name Game 3D Jigsaw Puzzle**  
list details here | list details here  
**\$12.99**

**Name Game Card Game**  
list details here | list details here  
**\$4.99**

Board Games | Active Toys | Models | Building | Outdoor Toys | Educational Toys | Puzzles | Costumes | Books | & So Much More

## Wonderworld Toys

1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com

AD# N1703A20001C PASS 3 COL. x 10



# Urgent Care Now Open

**Grand opening celebration Today**  
Tour the facility, meet our team and enjoy complimentary refreshments until 4 p.m.

We're proud to serve you at our brand-new, state-of-the-art urgent care center dedicated to providing excellence in healthcare. Our experienced team of doctors, nurses and technicians are here to treat non-life-threatening medical conditions, from broken bones to allergies, cuts and upset stomachs, in a timely and affordable manner for your convenience and peace of mind.

Open 7 Days a Week  
No Appointment Needed  
Extended Care Hours  
X-Ray & Lab On Site  
Most Insurance Plans Welcome  
Prescription Pharmacy

## Somersville Urgent Care

1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com



AD# N1703A20002C PASS 3 COL. x 10



Local & Recommended

## Renovation Specialists

For a complimentary consultation and project quote, please give us a call today. To hear what our customers have to say or to browse a portfolio of our work, please visit us online!

When it comes to improving your home, trust the team your friends and neighbors have turned to for more than 00 years. From kitchens to bathrooms and every square foot in between, we use our design and construction expertise to create living spaces that meet your needs and exceed your expectations, beautifully.

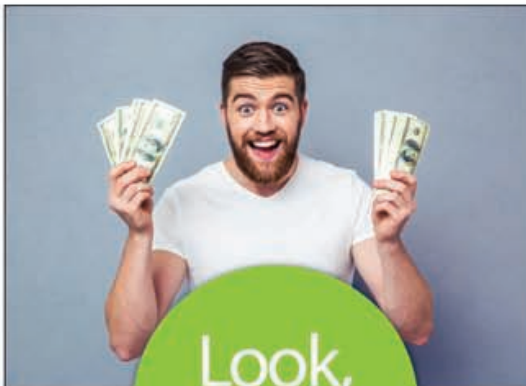
## Fresh Start Remodeling

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com



AD# N1703A20003C PASS 3 COL. x 10

N1703P42002C



# Look, No Tax!

Make your refund go further this year when you let us pay the sales tax on your purchase!

**Tax-Free Refund Season SALE**

March 00-00, 2017  
Pay No Sales Tax On  
Televisions | Computers | Tablets  
Smartphones | Game Systems  
Printers | Cameras | Speakers  
Media Players | Accessories & More

Store Hours: Monday-Saturday 10 am-9 pm, Sunday 11 am-5 pm

## Madison Electronics

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com



AD# N1703A20004C PASS 3 COL. x 10



N1703P21006C-●



N1703P21008C-●



N1703P21005C-●



N1703P21004C-●



N1703P21002C-●



N1703P21001C-●



N1703P21009C-●



N1703P21003C-●



N1703P21010C-●



N1703P21007C-●

N1703P19005C-



*Disconnect From Your Day.  
Reconnect With Yourself.*

*Relax, recharge and refresh your mind and body with our luxury spa treatments.*

**Special Pricing on Select Services This Month**

<b>60-Minute Massage</b> \$55	<b>Anti-Aging Facial</b> \$60	<b>Detox Body Wrap</b> \$49
----------------------------------	----------------------------------	--------------------------------

*Call or visit us online to book your spa escape!*

Spa Memberships & Gift Certificates Available    Now Offering Infrared Sauna Sessions Custom Airbrush Tanning

**Serendipity Spa**  
1234 Washington Street | Somersville Heights | 000-000-0000  
www.namewebsite.com

AD# N1703A22001C

PASS 3 COL. x 10

N1703P23007C-



**Professional Sewing & Alterations**

A perfect fit awaits!  
Denim & Trouser Hems  
Shirt & Jacket Alterations  
Custom Leather Alterations  
Garment Refitting & Restyling  
Dress & Bridal Fitting & Alterations  
Suit & Tuxedo Tailoring

Give your home a custom touch with our curtain, tablecloth and pillow sewing services.

**Stop in or schedule an appointment for fast and friendly service.**

**BestFit Alterations**  
1234 Washington Street  
Somersville Heights  
000-000-0000  
www.namewebsite.com

**Save 15% Off Your Next Service**  
Excludes local fitting services. Coupon required. Expires 02.02.17. See details, terms and conditions here.

**BestFit Alterations**    1234 Washington Street  
000-000-0000  
www.namewebsite.com

AD# N1703A22003C

PASS 3 COL. x 10

N1203P46009C\*-O

N1703P19006C-



**Nail Spa**  
An Affordable Touch of Luxury

<b>Spa Pedicure</b> with hot stone foot massage Only \$35	We host parties and special events! ***** Brows and waxing done here! ***** Appointments & Walk-Ins Welcome	<b>Mani/Pedi Combo</b> our signature service Only \$29
<b>Junior Mani/Pedi</b> 12 & under \$20		<b>UV Gel Set</b> long lasting \$55

**Nail Nirvana**  
1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com  
Salon Hours: Tuesday-Saturday 10am-7:30pm, Sunday 10am-3pm



AD# N1703A22002C

PASS 3 COL. x 10

N1703P11007C-

**Your Local Florist**  
for personal service & unmatched beauty

**"We do" weddings and special events!**  
We make flowers personal with custom arrangements and friendly, helpful service from a design team dedicated to ensuring your complete satisfaction.

**Fresh & Guaranteed to Last**  
We promise your flowers will last at least seven days, or we'll replace them free of charge.

**Thoughtful & Beautiful Arrangements for Every Occasion & Celebration**  
Anniversary | New Baby | Birthday | Holidays | Get Well | Sympathy

**Appleton Floral Design**  
www.namewebsite.com  
1234 Washington Street  
Somersville Heights  
000-000-0000



**Delivery Service Available**  
Call or go online for details or to place your order.

AD# N1703A22004C

PASS 3 COL. x 10

N1703P32008C-





N1703P23001C-●



N1703P23003C-●



N1703P23006C-●



N1703P23005C-●



N1703P23007C-●



N1703P23004C-●



N1703P23008C-●



N1703P23002C-●



N1703P24005C-●



N1703P24007C-●



N1703P24003C-●



N1703P24001C-●



N1703P24004C-●



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N1703P24006C-●

N1703P25004C\*O

N1703P25002C\*O

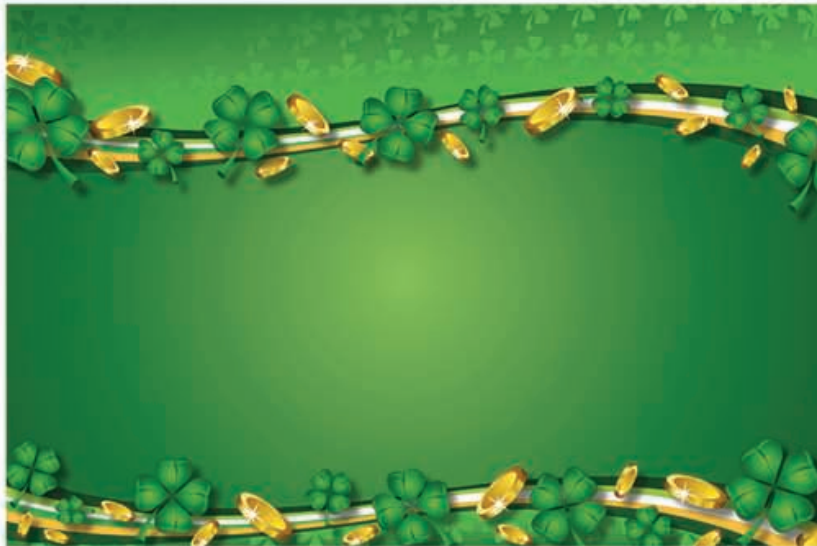
N1703P25003C\*O

Celebrations and special offers for St. Patrick's Day!

# St. Patrick's Day Celebration Guide

 <p><b>Presto Party Supply</b> <i>Low prices on everything to make your St. Patrick's Day celebration!</i> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p><b>FreshFare Grocery</b> <i>Traditional Irish favorites now in store!</i> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p><b>McHale's Irish Pub</b> <i>\$2 Green Drafts All Weekend</i> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p><b>The Celtic Boutique</b> <i>Imported goods and gifts from the Emerald Isle.</i> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p><b>Grant's Bar &amp; Grill</b> <i>Join us for an Irish buffet and drink specials Friday!</i> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p><b>Wells General Store</b> <i>Green tag sale again now through Sunday!</i> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>
 <p><b>Lamplight Diner</b> <i>\$7.99 Corned Beef &amp; Cabbage Special</i> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p><b>Apparel Unlimited</b> <i>Save 17% off everything green March 17!</i> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p><b>Value Liquors</b> <i>Stock up on your favorite Irish beers and spirits!</i> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p><b>FreezeFrame Ice Cream</b> <i>Half Price Mint Milkshakes All Weekend</i> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p><b>Petals Florist</b> <i>Get your green carnation corsages here!</i> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>	 <p><b>Emerald Jewelers</b> <i>Pot-of-Gold Sale All Weekend</i> www.namewebsite.com 1234 Washington Street Somerville Heights 000-000-0000</p>

AD# N1703A25001C 19.334 x 13



N1703P25001C-●

**Usage Suggestion:**

Multiple-advertiser, double truck layouts present unique opportunities for advertisers to gain more exposure while sharing the cost of appearing in color in a prime position. At the same time, they give you a full-color spread. Use the alternative headings on this page to change the focus of the layout, and don't forget to repurpose the content for your Web site.

(MCC Creative Library / Print Ad Size: Doubletruck / Print Ad Type: Multiple Advertiser or Directory)

**St. Paddy's Pub Crawl**

N1703P25005C\*O

**Lucky Deals**

N1703P25006C\*O



N1703P26003C-●



N1703P26001C-●



N1703P26002C-●



N1703P26005C-●



N1703P26007C-●



N1703P26004C-●



N1703P26006C-●



N1703P27016C-●



N1703P27010C\*-○



N1703P27017C-●



N1703P27014C\*-○

N1703P27015C\*-○



N1703P27004C\*-○



N1703P27003C\*-○



N1703P27001C\*-○



N1703P27006C\*-○



N1703P27002C\*-○



N1703P27007C\*-○



N1703P27012C\*-○



N1703P27008C\*-○



N1703P27009C\*-○



N1703P27005C\*-○



N1703P27013C\*-○



N1703P27011C\*-○



N1703P28005C-●



N1703P28006C-●



N1703P28003C-●



N1703P28002C-●



N1703P28008C-●



N1703P28007C-●



N1703P28004C-●



N1703P28001C-●



N1703P29010C-●



N1703P29009C-●



N1703P29007C\*-○



N1703P29001C\*-○



N1703P29006C\*-○



N1703P29008C\*-○



N1703P29002C\*-○



N1703P29004C\*-○



N1703P29003C\*-○



N1703P29005C\*-○

# St. Patrick's Celebration

Join us for green beer, Irish bites and a shamrockin' good time this Patrick's Day!

Green Drafts  
\$2

Irish-Inspired Cocktails  
\$4



Corned Beef Reuben With Fries  
\$6.95

Corned Beef & Cabbage Plate  
\$9.95

Live Music • No Cover  
Lucky Giveaways

Doors Open at 10AM Friday  
The celebration lasts all weekend!

## McCleary's Irish Pub

1234 Washington Street | Somersville Heights | 000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1703A30001C PASS 6 COL. x 10

N1703P66008C

N1703P62036C

N1703P66001C

Starting Friday, March 17 • 17% Off All Appliances All Weekend Long

# St. Patrick's Day Lucky 17 Sale

Refrigerators  
on sale from  
**\$499**

Gas & Electric Ranges  
on sale from  
**\$479**

Washers & Dryers  
on sale from  
**\$249**

Dishwashers  
on sale from  
**\$299**

Showroom Open  
Monday-Saturday 10 am-8 pm  
Sunday 11 am-5 pm

Fast Delivery • Expert Installation • Worry-Free Warranties  
Sale runs March 17-19, 2017. List details, terms and conditions here. List details, terms and conditions here.

## Quality Appliance Showroom



1234 Washington Street | Somersville Heights | 000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1703A30002C PASS 6 COL. x 10

N1703P23001C



N1703P31001C\*-O

N1703P61007C-

N1703P61008C-

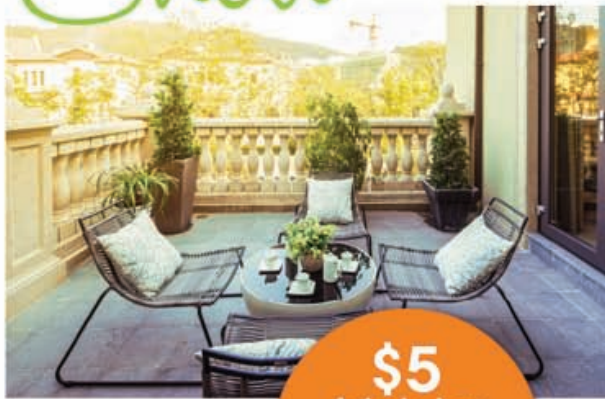
N1703P45003C-

# Springtime Home & Garden Show

## March 18 & 19 2017

Saturday 10-6 | Sunday 10-5

New products,  
fresh ideas,  
special offers and  
expert advice to  
enhance your  
home's beauty,  
comfort and  
value!



### Over 150 Exciting Exhibitors

Plenty of Free Parking  
Free Workshops & Product Demos  
Exclusive Savings & Special Offers  
Prize Raffles & Giveaways  
Enter to Win a Home Makeover  
Food Trucks & Live Music

Kitchens | Bathrooms | Patios | Sunrooms |  
Saunas | Pools | Outdoor Kitchens | Fire Pits |  
Water Features | Home Theaters | Energy-Efficient  
Upgrades | Solar Power | Windows & Doors |  
Security | Irrigation | Landscaping | Artificial Turf |  
Closet Systems | Water Systems | Skylights |  
Heating & Cooling | Attic Fans | Garages |  
Restoration | Home Decor | & So Much More

**\$5**  
Admission  
with RSVP

Call or register online by 6pm  
March 16 to secure your  
discount admission. Regular  
admission \$7 at the door  
for adults. Kids 17 &  
under enter free.



For more information  
or to exhibit, contact  
us by phone or  
online today.



N1703P45007C-

## Somersville Convention Center Spring Home Show

1234 Washington Street • Somersville Heights • 000-000-0000 • [www.namewebsite.com](http://www.namewebsite.com)



AD# N1703A31001C PASS 6 COL. x 21

AD# N1703A31002C 10 x 13



N1703P32003C-●



N1703P32005C-●

N1703P32002C-●



N1703P32001C-●



N1703P32004C-●



N1703P32007C-●



N1703P32008C-●



N1703P32006C-●



N1703P33004C-●



N1703P33003C-●



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N1703P33010C-●



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N1703P33007C-●



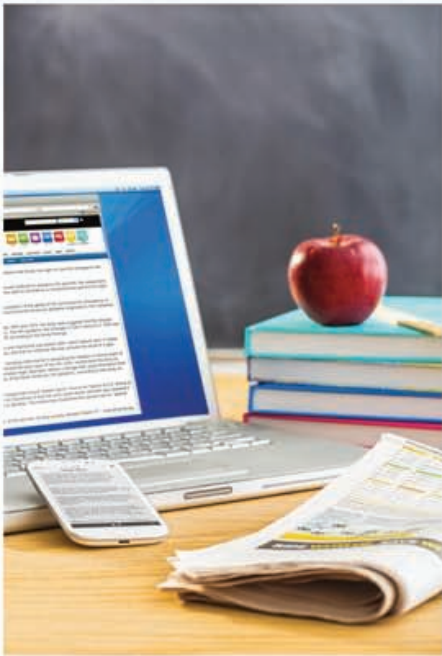
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N1703P33002C-●



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N1703P34005C-●



N1703P34002C-●



N1703P34004C-●



N1703P34003C-●



N1703P34001C-●



**Real-Life Lessons.**

**Lifelong Learning.**

Help Kids in Our Schools  
by Donating a Classroom  
Subscription During Newspaper  
in Education Week! To learn more,  
please call or visit us online today.

The newspaper is a valuable tool for reinforcing and understanding the important subjects taught in today's schools, from reading and language arts to social studies, math and science. From current events that help kids see the world to local issues that really hit home, the newspaper serves to engage, inspire and teach kids both in and out of the classroom.

**The  
Somerville  
Press**

*Celebrating Newspaper in Education  
In Print & Online*  
000.000.0000  
[www.namewebsite.com](http://www.namewebsite.com)

AD# N1703A34001C PASS 6 COL. x 3



N1703P35005C\*-○



N1703P35006C\*-○



N1703P35001C\*-○



N1703P35002C\*-○



N1703P35008C\*-○



N1703P35004C\*-○



N1703P35003C\*-○



N1703P35010C\*-○



N1703P35007C\*-○



N1703P35009C\*-○



N1703P36009C-●



N1703P36008C-●



N1703P36007C-●



N1703P36006C-●



N1703P36005C-●



N1703P36001C-●



N1703P36002C-●



N1703P36003C-●



N1703P36004C-●



N1703P37001C-●  
MOZZARELLA & TOMATO



N1703P37006C-●  
PEPPERONI



N1703P37017C-●  
STEAMED CLAMS



N1703P37002C-●  
FRUIT PLATTER



N1703P37016C-●  
BAKED CLAMS



N1703P37004C-●  
GINGER ALE



N1703P37020C-●  
CORNED BEEF & CABBAGE



N1703P37007C-●  
BOWL OF OATMEAL



N1703P37012C-●  
NOODLE DISH



N1703P37013C-●  
BAG OF CHIPS



N1703P37014C-●  
SEAFOOD DINNER



N1703P37015C-●  
FROZEN PIZZA



N1703P37008C-●  
SALAMI



N1703P37011C-●  
POTATO CHIPS



N1703P37019C-●  
GREEN CUPCAKES



N1703P37010C-●  
CHICKEN NUGGETS



N1703P37003C-●  
COLD CUT PLATTER



N1703P37005C-●  
MIXED FRUIT



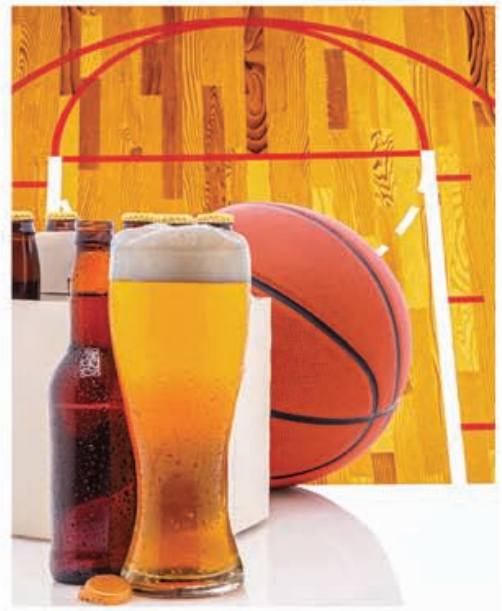
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N1703P37009C-●  
COLD CUTS



N1703P38008C-●



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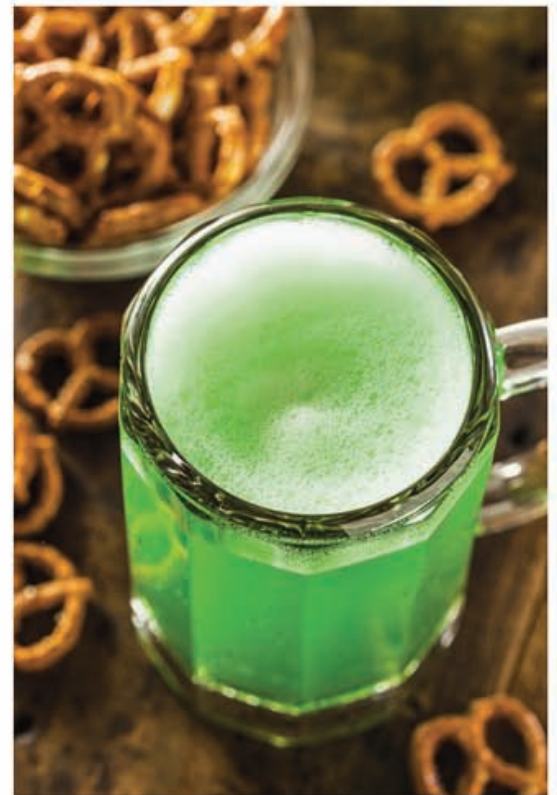
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N1703P40008C-●



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N1703P40001C-●



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N1703P40005C-●



N1703P40004C-●



N1703P40002C-●



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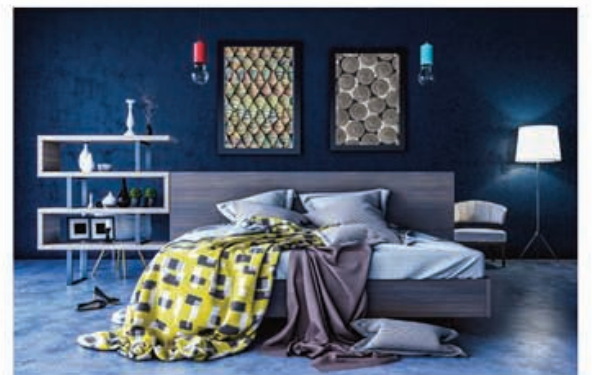
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N1703P41002C-●



N1703P41007C-●



N1703P41006C-●



N1703P42009C-●

### Usage Notes:

Use these backgrounds to help promote services and merchandise for St. Patrick's Day, spring, lawn & garden, agriculture, Newspaper in Education Week, and more, for individual retail ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules or cover designs.

(MCC Creative Library / Image Type: Background)



N1703P42006C-●



N1703P42007C-●



N1703P42008C-●



N1703P42005C-●



N1703P42004C-●



N1703P42001C-●



N1703P42002C-●



N1703P42003C-●

SECTION COVER:

**AMAZING KIDS** March 2017 A Special Supplement to NAME NEWSPAPER

Junior Talent Showcase  
Local Arts Programs for Kids  
Best Academic Enrichment Programs  
Home Schooling FAQs  
Family Fun Activities Guide

AD# N1703A43001C 10. x 13

HEADING:  
N1703P43001C\*-O

# AMAZING KIDS

QUICK SELL:

**AMAZING KIDS**

How to help kids in your community

**Advertising**  
 Advertiser Suggestion  
 Art Classes  
 Art & Crafts Supply Store  
 Tutor  
 Kids Sports League  
 Kids' Clothing Store  
 Bike Shop

**Community Center**  
 1234 Main Street  
 1234567890  
 www.communitycenter.com

AD# N1703A43002C 9.667 x 13  
 AD# N1703A43009C PASS 6 COL. x 21

READER CAMPAIGN:

It's All About Kids!

Amazing Kids is a family-focused special section dedicated to bringing out the best in our kids. From academic enrichment and arts programs to home schooling FAQs and local activities the whole family will enjoy. Amazing Kids is filled with ideas, inspiration, and encouragement and fun. Plus, find family-friendly special offers and exclusive advertising to stretch your household budget.

Don't miss it! March 00  
 In print and online at [name.newspaper.com/amazingkids](http://name.newspaper.com/amazingkids)

**AMAZING KIDS** A Special Section From NAME NEWSPAPER

AD# N1703A43003C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

Target Your Advertising Toward Local Kids & Parents

Amazing Kids is an amazing opportunity to reach hundreds of local households with your products, services and special offers geared toward children and families.

Don't miss out on this valuable opportunity to grow your business. Talk to an ad consultant today for details or to reserve your space.  
 Advertising Deadline: March 00 | Section Publication: March 00

**AMAZING KIDS** A Special Section From NAME NEWSPAPER

AD# N1703A43006C PASS 2 COL. x 5

A Special Section for Kids & Families

Amazing Kids is a family-focused special section dedicated to bringing out the best in our kids. From academic enrichment and arts programs to home schooling FAQs and local activities the whole family will enjoy. Amazing Kids is filled with ideas, inspiration, and encouragement and fun. Plus, find family-friendly special offers and exclusive advertising to stretch your household budget.

Don't miss it! March 00  
 In print and online at [name.newspaper.com/amazingkids](http://name.newspaper.com/amazingkids)

**AMAZING KIDS** A Special Section From NAME NEWSPAPER

AD# N1703A43004C PASS 2 COL. x 5

Advertise in Amazing Kids

Amazing Kids is an amazing opportunity to reach hundreds of local households with your products, services and special offers geared toward children and families.

Don't miss out on this valuable opportunity to grow your business. Talk to an ad consultant today for details or to reserve your space.  
 Advertising Deadline: March 00 | Section Publication: March 00

**AMAZING KIDS** A Special Section From NAME NEWSPAPER

AD# N1703A43007C PASS 2 COL. x 5

Celebrating Our Amazing Kids

Amazing Kids is a family-focused special section dedicated to bringing out the best in our kids. From academic enrichment and arts programs to home schooling FAQs and local activities the whole family will enjoy. Amazing Kids is filled with ideas, inspiration, and encouragement and fun. Plus, find family-friendly special offers and exclusive advertising to stretch your household budget.

Don't miss it! March 00  
 In print and online at [name.newspaper.com/amazingkids](http://name.newspaper.com/amazingkids)

**AMAZING KIDS** A Special Section From NAME NEWSPAPER

AD# N1703A43005C PASS 2 COL. x 5

Family-Focused Advertising for Your Business

Amazing Kids is an amazing opportunity to reach hundreds of local households with your products, services and special offers geared toward children and families.

Don't miss out on this valuable opportunity to grow your business. Talk to an ad consultant today for details or to reserve your space.  
 Advertising Deadline: March 00 | Section Publication: March 00

**AMAZING KIDS** A Special Section From NAME NEWSPAPER

AD# N1703A43008C PASS 2 COL. x 5



SECTION COVER:

N1703P44001C\*O

# Home Interiors



March 2017  
A Special Supplement to  
**NAME NEWSPAPER**

The Hottest Home Trends for Spring  
Kitchen & Bath Renovation Inspiration  
Local Home Services Guide  
...with an Interior Decorator



AD# N1703A44001C

10. x 13

N1703P41007C

N1703P41002C

SELF-PROMOTION READER CAMPAIGN:

O-C\*O0P46022C  
N1703P44002C  
C-200146302LN

## Rethink Your Home's Interior



From the hottest home trends of spring to local home services and interior decorating advice, Home Interiors gives you the ideas, inspiration and resources you need to create the living space of your dreams. Plus, find special offers and savings from a host of local businesses dedicated to helping you enhance your home.

# Home Interiors

A Special Section From  
**NAME NEWSPAPER**

Arriving March 00 • Look for your copy in print or online at [namenewspaper.com/homeinteriors/](http://namenewspaper.com/homeinteriors/)

AD# N1703A44003C

PASS 2 COL. x 5



SELF-PROMOTION ADVERTISER CAMPAIGN:

O-C\*O0P46022C  
N1703P41007C  
C-200146302LN

## Advertise. Inspire. Sell.



Home Interiors is the ideal place to present your products and services to local readers who want to enhance their living spaces. With targeted distribution to more than 5,000 area households, this themed special section will beautifully showcase your business, improve and decorating articles and features to complement your offerings.

# Home Interiors

A Special Section From  
**NAME NEWSPAPER**

To learn more or reserve your space, talk to us today!  
Call 000.000.0000 or email [names@namenewspaper.com](mailto:names@namenewspaper.com).  
Advertising Reservation Deadline: March 00  
Section Publication Date: March 00

AD# N1703A44006C

PASS 2 COL. x 5

QUICK SELL:

O-C\*O1C0014001LN



# Home Interiors

Create drama...with bold paint colors

**Paint Store**  
1234 Main Street  
1234567890  
[www.paintstore.com](http://www.paintstore.com)

**Home Improvement Store**  
1234 Main Street  
1234567890  
[www.homeimprovement.com](http://www.homeimprovement.com)

**Home Goods Store**  
1234 Main Street  
1234567890  
[www.homegoods.com](http://www.homegoods.com)

**Lighting Co.**  
1234 Main Street  
1234567890  
[www.lightingco.com](http://www.lightingco.com)

**Contractor**  
1234 Main Street  
1234567890  
[www.contractor.com](http://www.contractor.com)

**Furniture Store**  
1234 Main Street  
1234567890  
[www.furniturestore.com](http://www.furniturestore.com)

<p>Advertiser Suggestion</p> <p><b>Paint Store</b> 1234 Main Street 1234567890 <a href="http://www.paintstore.com">www.paintstore.com</a></p>	<p>Advertiser Suggestion</p> <p><b>Home Improvement Store</b> 1234 Main Street 1234567890 <a href="http://www.homeimprovement.com">www.homeimprovement.com</a></p>	<p>Advertiser Suggestion</p> <p><b>Home Goods Store</b> 1234 Main Street 1234567890 <a href="http://www.homegoods.com">www.homegoods.com</a></p>	<p>Advertiser Suggestion</p> <p><b>Lighting Co.</b> 1234 Main Street 1234567890 <a href="http://www.lightingco.com">www.lightingco.com</a></p>	<p>Advertiser Suggestion</p> <p><b>Contractor</b> 1234 Main Street 1234567890 <a href="http://www.contractor.com">www.contractor.com</a></p>	<p>Advertiser Suggestion</p> <p><b>Furniture Store</b> 1234 Main Street 1234567890 <a href="http://www.furniturestore.com">www.furniturestore.com</a></p>
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Advertiser Suggestion  
**Interior Designer**  
1234 Washington Street | Phone: 000-000-0000 | [www.interiordesigner.com](http://www.interiordesigner.com)

AD# N1703A44002C 9.667 x 13  
AD# N1703A44009C PASS 6 COL. x 21

## Inspired Interiors Begin Here



From the hottest home trends of spring to local home services and interior decorating advice, Home Interiors gives you the ideas, inspiration and resources you need to create the living space of your dreams. Plus, find special offers and savings from a host of local businesses dedicated to helping you enhance your home.

# Home Interiors

A Special Section From  
**NAME NEWSPAPER**

Arriving March 00 • Look for your copy in print or online at [namenewspaper.com/homeinteriors/](http://namenewspaper.com/homeinteriors/)

AD# N1703A44004C

PASS 2 COL. x 5

## The Perfect Touch of Advertising



Home Interiors is the ideal place to present your products and services to local readers who want to enhance their living spaces. With targeted distribution to more than 5,000 area households, this themed special section will beautifully showcase your business, improve and decorating articles and features to complement your offerings.

# Home Interiors

A Special Section From  
**NAME NEWSPAPER**

To learn more or reserve your space, talk to us today!  
Call 000.000.0000 or email [names@namenewspaper.com](mailto:names@namenewspaper.com).  
Advertising Reservation Deadline: March 00  
Section Publication Date: March 00

AD# N1703A44007C

PASS 2 COL. x 5

## Change Your Home for the Better



From the hottest home trends of spring to local home services and interior decorating advice, Home Interiors gives you the ideas, inspiration and resources you need to create the living space of your dreams. Plus, find special offers and savings from a host of local businesses dedicated to helping you enhance your home.

# Home Interiors

A Special Section From  
**NAME NEWSPAPER**

Arriving March 00 • Look for your copy in print or online at [namenewspaper.com/homeinteriors/](http://namenewspaper.com/homeinteriors/)

AD# N1703A44005C

PASS 2 COL. x 5

## We've Designed the Perfect Advertising Opportunity for You



Home Interiors is the ideal place to present your products and services to local readers who want to enhance their living spaces. With targeted distribution to more than 5,000 area households, this themed special section will beautifully showcase your business, improve and decorating articles and features to complement your offerings.

# Home Interiors

A Special Section From  
**NAME NEWSPAPER**

To learn more or reserve your space, talk to us today!  
Call 000.000.0000 or email [names@namenewspaper.com](mailto:names@namenewspaper.com).  
Advertising Reservation Deadline: March 00  
Section Publication Date: March 00

AD# N1703A44008C

PASS 2 COL. x 5



SECTION COVER:

March 2017  
A Special Supplement to  
**NAME NEWSPAPER**

**Here's My CARD**

Your guide to local businesses and service providers.

+ How to Hire a Contractor  
+ What to Ask an Attorney  
+ Healthcare Professional Profiles

& So Much More

AD# N1703A45001C 10. x 13

HEADING:  
N1703P45001C\*-O

**Here's My CARD**

QUICK SELL:

**Here's My CARD**

**How to build a strong professional network**

**N**etworking is often seen as a...  
**W**hat are the benefits of networking?  
**W**hat are the benefits of networking?  
**W**hat are the benefits of networking?  
**W**hat are the benefits of networking?

<p>Advertiser Suggestion</p> <p><b>Handyman</b> 1234 Washington Street Springfield, Virginia 555.555.5555 www.handyman.com</p>	<p>Advertiser Suggestion</p> <p><b>Caterer</b> 1234 Washington Street Springfield, Virginia 555.555.5555 www.caterer.com</p>	<p>Advertiser Suggestion</p> <p><b>Contractor</b> 1234 Washington Street Springfield, Virginia 555.555.5555 www.contractor.com</p>
<p>Advertiser Suggestion</p> <p><b>Lawyer</b> 1234 Washington Street Springfield, Virginia 555.555.5555 www.lawyer.com</p>	<p>Advertiser Suggestion</p> <p><b>Fitness Instructor</b> 1234 Washington Street Springfield, Virginia 555.555.5555 www.fitness.com</p>	<p>Advertiser Suggestion</p> <p><b>Electrician</b> 1234 Washington Street Springfield, Virginia 555.555.5555 www.electrician.com</p>
<p>Advertiser Suggestion</p> <p><b>Printing Center</b> 1234 Washington Street   Springfield, Virginia 555.555.5555   www.printing.com</p>		

AD# N1703A45002C 9.667 x 13  
AD# N1703A45009C PASS 6 COL. x 21

READER CAMPAIGN:

**Find the Local Services You Need**

From home services to healthcare, legal advice and beyond, our Here's My Card special section is filled with helpful, local professional connections. Keep this informative guide on hand for easy access to the services you need today, and may need tomorrow.

Get your copy March 00!  
In print and online at  
name@namepaper.com/  
heresmycard.

**Here's My CARD** A Special Section From **NAME NEWSPAPER**

AD# N1703A45003C PASS 2 COL. x 5

**All the Cards You Need, All in One Place**

From home services to healthcare, legal advice and beyond, our Here's My Card special section is filled with helpful, local professional connections. Keep this informative guide on hand for easy access to the services you need today, and may need tomorrow.

Get your copy March 00!  
In print and online at  
name@namepaper.com/  
heresmycard.

**Here's My CARD** A Special Section From **NAME NEWSPAPER**

AD# N1703A45004C PASS 2 COL. x 5

**Your Search for Local Services Ends Here**

From home services to healthcare, legal advice and beyond, our Here's My Card special section is filled with helpful, local professional connections. Keep this informative guide on hand for easy access to the services you need today, and may need tomorrow.

Get your copy March 00!  
In print and online at  
name@namepaper.com/  
heresmycard.

**Here's My CARD** A Special Section From **NAME NEWSPAPER**

AD# N1703A45005C PASS 2 COL. x 5

ADVERTISER CAMPAIGN:

**The Easiest Way to Network**

Network effortlessly with easy advertising in Here's My Card. This specialized section is filled with valuable features, business profiles and advertising geared toward local consumers searching for services like yours. Contact one of our helpful ad consultants today to make sure they can find your information in this handy reference guide.

Reserve your ad space today!  
Call 600.000.0000 or email  
name@namepaper.com  
to advertise.  
In Print & Online: March 00  
Advertising Deadline: March 00

**Here's My CARD** A Special Section From **NAME NEWSPAPER**

AD# N1703A45006C PASS 2 COL. x 5

**Instantly Connect With New Clients**

Network effortlessly with easy advertising in Here's My Card. This specialized section is filled with valuable features, business profiles and advertising geared toward local consumers searching for services like yours. Contact one of our helpful ad consultants today to make sure they can find your information in this handy reference guide.

Reserve your ad space today!  
Call 600.000.0000 or email  
name@namepaper.com  
to advertise.  
In Print & Online: March 00  
Advertising Deadline: March 00

**Here's My CARD** A Special Section From **NAME NEWSPAPER**

AD# N1703A45007C PASS 2 COL. x 5

**Introduce Yourself to Hundreds of Local Customers**

Network effortlessly with easy advertising in Here's My Card. This specialized section is filled with valuable features, business profiles and advertising geared toward local consumers searching for services like yours. Contact one of our helpful ad consultants today to make sure they can find your information in this handy reference guide.

Reserve your ad space today!  
Call 600.000.0000 or email  
name@namepaper.com  
to advertise.  
In Print & Online: March 00  
Advertising Deadline: March 00

**Here's My CARD** A Special Section From **NAME NEWSPAPER**

AD# N1703A45008C PASS 2 COL. x 5









N1703P47013K-●



N1703P47014K-●



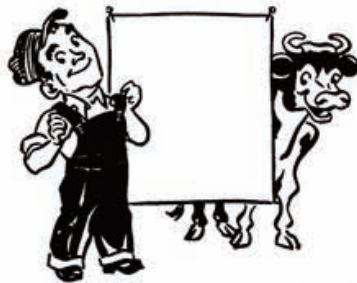
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N1703P47004A-●



N1703P47001A-●



N1703P47012A-●



N1703P47011A-●



N1703P47010A-●



N1703P47002A-●



N1703P47009A-●



N1703P47003A-●



N1703P47006A-●



N1703P47005A-●



N1703P47017A-●



N1703P47008A-●



N1703P47015A-●



N1703P47016A-●



N1703P48010K-●



N1703P48001A-●



N1703P48013A-●



N1703P48014A-●



N1703P48011A-●



N1703P48002A-●



N1703P48006A-●



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N1703P48012A-●



N1703P48008A-●



N1703P48004A-●



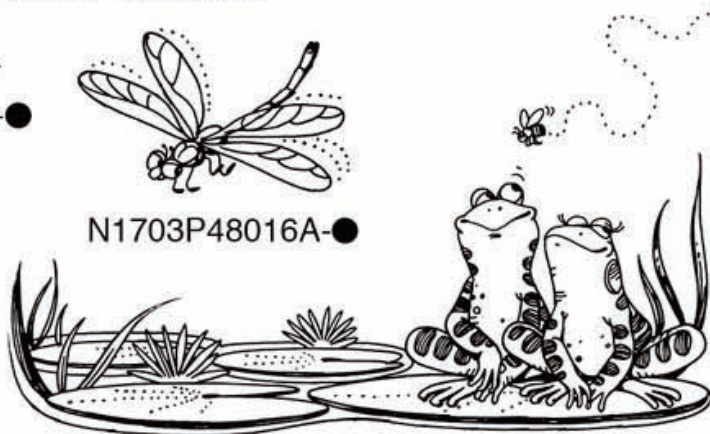
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N1703P48007A-●



N1703P48016A-●



N1703P48015A-●



N1703P49004C-●



N1703P49003C-●



N1703P49001C-●



N1703P49002C-●



N1703P49007C\*-○  
N1703P49006C\*-○



N1703P49016C\*-○  
N1703P49015C\*-○



N1703P49005C-●



N1703P49009C\*-○



N1703P49014C\*-○  
N1703P49013C\*-○



N1703P49011C\*-○



N1703P49010C\*-○



N1703P49012C\*-○



N1703P49008C\*-○



N1703P49017C\*-○

N1703P27003C\*-O

N1703P50002C\*-O

N1703P50001C\*-O



# Local Leprechauns

Friday, March 17

- Visit Any or All of These Participating Stores
  - Pick a Gold Coin Out of Paddy's Pot
  - Win a Prize or Special Discount
- Every coin is a winner...LUCKY YOU!

**One Lucky Coin Is Worth \$170 Cash!**  
Each participating retailer will receive one coin with a special code. Customers who select those coins can call 000.000.0000 to determine if they are the grand-prize winner.

## Layla's Boutique

*fashion • accessories  
jewelry • gifts*

1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com  
Open 10 am-5 pm

## Maylor's Service Station

*Complete auto care  
at guaranteed low prices*

1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com  
Open 7 am-4 pm

## Pawprints Pet Supply

*Proud to carry grain-free  
& raw food diets!*

1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com  
Open 10 am-9 pm

## Cafe Bean

*coffee • espresso  
pastries • desserts*

1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com  
Open 6 am-10 pm

## Corner Hardware

*Your locally owned  
hardware store*

1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com  
Open 7 am-5 pm

## Tomes Bookstore

*new & used books • buy or sell*

1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com  
Open 10 am-5 pm

## Mirrors Salon

*You could win a free  
haircut or color service!*

1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com  
Open 9 am-9 pm

## Clayton Pharmacy

*personal care • household  
prescriptions*

1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com  
Open 7 am-10 pm

## O'Bryan's Bar & Grill

*Celebrate St. Patrick's Day here!*

1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com  
Open 9 am-9 pm

## Midtown Diner

*Breakfast served all day!*

1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com  
Open 24 hours

## Lana's Nail Spa

*nail art specialists • get manis  
waxing services*

1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com  
Open 10 am-8 pm

## Henson's General Store

*Bonus green-tag savings  
in store Friday!*

1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com  
Open 10 am-9 pm

## Shine-Time Car Wash

*Join our free customer  
rewards program!*

1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com  
Open 7 am-7 pm

## Footprints Shoe Store

*Fashion footwear for  
the whole family*

1234 Washington Street • Somersville Heights  
000-000-0000 • www.namewebsite.com  
Open 10 am-8 pm

**Promotion Rules:**

- Limit one coin pick per customer.
- Grand prize winner will be announced in this newspaper.
- Coins must be returned to retailer on March 17, 2017 to redeem discount or prize offer.
- Employees and family members of participating stores are not eligible to win the grand prize.
- List any additional terms and conditions here.
- List any additional terms and conditions here.
- List any additional terms and conditions here.

## "SHOP LOCAL" SUPPORT

This month, see a full-page St. Patrick's Day layout that invites readers to visit each participating sponsor to win prizes.

You show support of shop-local efforts by helping to send readers directly to their establishments.

There is also an alternative tab size available in MCC.

Look for two additional "shop local" pages each month for a variety of advertiser categories, so you can keep a local campaign going.

Many have companion Web ads ready to present for combo package buys, too.

Sponsored by

**Somersville Small Business Association**

1234 Washington Street | Somersville Heights | 000-000-0000 | www.namewebsite.com

AD# N1703A50001C

PASS 6 COL. x 21

AD# N1703A50002C

10 x 13

N1703P45004C

## Dedicated to Creating a Great Day for Every Child



**Licensed Team of Child Care Professionals**  
**Safe & Nurturing Learning Environment**  
**Emphasis on Fun, Creativity & Social Development**  
**Tasty & Nutritious Snacks & Meals**

**Try Us for FREE!**  
 Let us welcome your little one with two free days of day care. Pre-registration is required. Please call for details and to arrange your dates.

**Enroll Now!**  
 Ages 6 Months to 6 Years  
 Open 7AM-7PM





**Daisy's Day Care**

1234 Washington Street | Somersville Heights  
 000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1703A51001C 8.5 x 11

N1703P26001C



## Your Best Body. Our Best Offer.



**Push Past Your Fitness Plateau**  
**Build Speed, Strength, Flexibility & Endurance**  
**Work With Certified Personal Trainers**  
**Get Nutrition & Lifestyle Support**

**Only \$99 Monthly**  
**Plus, Your First Workout Is FREE!**  
Limited time 6-month introductory rate for new members with 6-month commitment. Call or go online for details and to sign up for your free introductory class.

**Enroll Now!**  
 All Fitness Levels Welcome  
 Open 7 Days a Week

**Platform Cross-Training Gym**

1234 Washington Street | Somersville Heights  
 000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1703A51002C 8.5 x 11

N1703P38009C



## Your Search for the **Right Mechanic** Stops Here

- ✓ Free written repair estimates
- ✓ All parts and labor fully guaranteed
- ✓ Certified, trained technicians fix it right the first time
- ✓ Honest, ethical service at the best possible prices
- ✓ Free WiFi, coffee and comfortable seating in our customer lounge
- ✓ Complimentary shuttle service to your home or office
- ✓ Friendly, knowledgeable and helpful customer service
- ✓ Open Saturdays for your convenience
- ✓ After-hours key drop available
- ✓ Referral rewards program

**To schedule an appointment or estimate, please give us a call today!**

**Full-Service Maintenance & Repair | Foreign & Domestic Vehicles | Hybrid Vehicle Specialists**



 Connect with us on social media for events, special offers and car care tips!

*On Point Auto Repair*

1234 Washington Street | Somersville Heights  
 000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**Special Offers to Save You Money!**

**\$5 Off Oil Change Service**

Plus, FREE 50-Point Inspection  
 Capex required. Excludes 50+ hp vehicles. Some restrictions apply. See dealer, terms and conditions here.

*On Point Auto Repair*

1234 Washington Street  
 000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

**10% Off Any Repair Service**

Value up to \$50  
 Capex required. Excludes 50+ hp vehicles. Some restrictions apply. See dealer, terms and conditions here.

*On Point Auto Repair*

1234 Washington Street  
 000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

AD# N1703A51003C 8.5 x 11

N1703P46009C

## Rollback Tire Event



**Now is the time to replace your tires!**

**Not sure if you need new tires?**  
 Stop in for a fast, free inspection!  
No appointment needed.

**Ask about our easy interest-free payment plan options!**

000/00X00  
**4 for \$000.00**

plus tax & destination  
after \$50 rebate / reg. \$000.00

Fit Name Vehicle, Name Vehicle, Name Vehicle, Name Vehicle  
Name Vehicle, Name Vehicle, Name Vehicle, Name Vehicle  
See dealer, terms and conditions here.

000/00X00  
**4 for \$000.00**

plus tax & destination  
after \$50 rebate / reg. \$000.00

Fit Name Vehicle, Name Vehicle, Name Vehicle, Name Vehicle  
Name Vehicle, Name Vehicle, Name Vehicle, Name Vehicle  
See dealer, terms and conditions here.

000/00X00  
**4 for \$000.00**

plus tax & destination  
after \$50 rebate / reg. \$000.00

Fit Name Vehicle, Name Vehicle, Name Vehicle, Name Vehicle  
Name Vehicle, Name Vehicle, Name Vehicle, Name Vehicle  
See dealer, terms and conditions here.

000/00X00  
**4 for \$000.00**

plus tax & destination  
after \$50 rebate / reg. \$000.00

Fit Name Vehicle, Name Vehicle, Name Vehicle, Name Vehicle  
Name Vehicle, Name Vehicle, Name Vehicle, Name Vehicle  
See dealer, terms and conditions here.

**Tire Showroom Open 7 Days a Week**  
 Monday-Friday 7 a.m.-7 p.m., Saturday & Sunday 8 a.m.-5 p.m.

**Highway Tires**

1234 Washington Street | Somersville Heights  
 000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)



Advertiser offers good on in-stock inventory through March 03, 2017. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

AD# N1703A51004C 8.5 x 11



N1703P52003C\*-O



N1703P52006C\*-O



N1703P52007C\*-O



N1703P52005C\*-O



N1703P52001C\*-O



N1703P52008C\*-O



N1703P52002C\*-O



N1703P52011C\*-O



N1703P52004C\*-O



N1703P52013C\*-O



N1703P52010C\*-O



N1703P52012C\*-O



N1703P52009C\*-O



N1703P52015C\*-O



N1703P52014C\*-O



N1703P52020C\*-O



N1703P52019C\*-O



N1703P52017C\*-O



N1703P52016C\*-O



N1703P52018C\*-O



N1703P53005C\*-O



N1703P53007C\*-O



N1703P53006C\*-O



N1703P53003C\*-O



N1703P53008C\*-O



N1703P53009C\*-O



N1703P53004C\*-O



N1703P53002C\*-O



N1703P53001C\*-O



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25

**Usage Note:**

These frame-and-heading ad starters are also presented as frames without headings for you to use in your pages and ads. They can also be used as background letterhead templates for customers of your printing business. Plus, you can repurpose them to use in HTML e-mail for newsletters and messages that require extra attention.

MCC Creative Library / Image Type: Ad Starter or Image Type: Background / Keyword: MetroBiz



PASS 2 COL. x 5.25



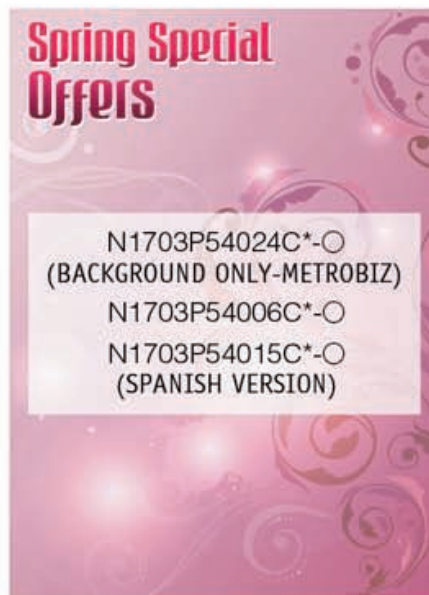
PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25





**MCC KEYWORD HINT: Paint Contractor**  
N1703P55007C-●



**MCC KEYWORD HINT: Tailor**  
N1703P55008C-●



**MCC KEYWORD HINT: Printer**  
N1703P55009C-●



**MCC KEYWORD HINT: Child Care Provider**  
N1703P55010C-●



**MCC KEYWORD HINT: Car Care Center**  
N1703P55011C-●



**MCC KEYWORD HINT: Recruiter**  
N1703P55012C-●

### Usage Note:

MCC Creative Library / Image Type: **frame, background, photo** or **MetroBiz**, where applicable

Use these business card photo backgrounds to help you expand your printing business.

You can also employ these timely frames in print inserts, ads or online ads and pages.

The banner-style frames can be used for top- or bottom-of-the-page print ads or repurposed for Web banners. Look for more seasonal and timely subjects throughout the year.



N1703P55001C\*-○



N1703P55002C\*-○



N1703P55003C\*-○



N1703P55004C\*-○



N1703P55005C\*-○



N1703P55006C\*-○



**MCC KEYWORDS:** ICON SET, SAINT PATRICK'S DAY  
N1703S56001C\*-O



**MCC KEYWORDS:** ICON SET, SPA  
N1703S56002C\*-O



**MCC KEYWORDS:** ICON SET, GAMBLING  
N1703S56003C\*-O



**MCC KEYWORDS:** ICON SET, BIRTHDAY  
N1703S56006C\*-O



**MCC KEYWORDS:** ICON SET, CHILDREN  
N1703S56005C\*-O



**MCC KEYWORDS:** ICON SET, FITNESS  
N1703S56004C\*-O



**MCC Creative Library /**  
Image Type: **Border, Icon Set**  
or **Object**



**MCC KEYWORDS:** ICON SET, ST. PATRICK'S DAY  
N1703P57034C\*-O

N1703P56001C\*-O

# Spring Specials

Savings are springing up all over town!

unisex color • cut & color specialists • nails, tanning & waxing

## Start Your Transformation

**FREE Haircut**  
With Any Color Service

Offer valid with coupon through 03.31.17. List details, terms and conditions here. List details, terms and conditions here.

**Reflections Salon**

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

## Patio Now Open for Spring

- lunch & dinner
- wine & beer
- espresso & dessert

**FREE APPETIZER**  
With Purchase of Two or More Entrees

Offer valid with coupon through 03.31.17. List details, terms and conditions here. List details, terms and conditions here.

**Fresca Kitchen**

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

## Let the Sun Shine In With Clean Windows

- window cleaning
- power washing
- commercial & residential
- fully insured
- free estimates

**25% Off Window Cleaning Service**

Offer valid with coupon through 03.31.17. List details, terms and conditions here. List details, terms and conditions here.

**Squeaky Cleaners**

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

## Get a Jump on Summer

**One FREE Month Unlimited Cross-Training**

Sign up today, and take the first step toward achieving your fitness goals.

Offer valid with coupon through 03.31.17. List details, terms and conditions here. List details, terms and conditions here.

**Limitless Fitness**

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com



## Put a Spring in Your Drive With New Tires

Buy 2, Get **2 FREE TIRES**

**FREE** lifetime repairs & rotations with your tire purchase!

Offer valid with coupon through 03.31.17. List details, terms and conditions here. List details, terms and conditions here.

**Reliant Tire Center**

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

Your local choice for trusted & affordable vehicle repair & maintenance.

## Change of Season. Change of Oil!

**\$5 Off Oil & Filter Change Service**  
Synthetic or Conventional

Offer valid with coupon through 03.31.17. List details, terms and conditions here. List details, terms and conditions here.

**Best Auto Care**

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com



## Lighten Up for Spring

Laser Teeth Whitening Special **Only \$99** (reg. \$109)

Ask about our new customer and family dental care specialists!

Offer valid with coupon through 03.31.17. List details, terms and conditions here. List details, terms and conditions here.

**Messler Dental Group**

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com



## Shade Yourself

Protect your eye health and vision in style with our designer selection of quality UV-blocking sunglasses.

**20% Off Any Single Pair of Sunglasses**

Offer valid with coupon through 03.31.17. List details, terms and conditions here. List details, terms and conditions here.

**Visionary Optical**

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

AD# N1703A58001C PASS 6 COL. x 21  
AD# N1703A58010C 10 x 13

AD# N1703A58002C PASS 3 COL. x 4.25

AD# N1703A58004C PASS 3 COL. x 4.25

AD# N1703A58006C PASS 3 COL. x 4.25

AD# N1703A58008C PASS 3 COL. x 4.25

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AD# N1703A58005C PASS 3 COL. x 4.25

AD# N1703A58007C PASS 3 COL. x 4.25

AD# N1703A58009C PASS 3 COL. x 4.25

# METRO. Templated Special Sections

CREATE. SELL. PROFIT.

Bonus images available in the MCC Creative Library:



N1703P59002C-●



N1703P59001C-●



N1703P59005C-●



N1703P59003C-●



N1703P59004C-●

## Fully Templated Special Sections & Collateral Material *Present. Sell. Print.*

Want to grow your special sections program and ad sales, starting now? With Metro's fully templated print sections, you can (online versions also available).

These beautifully designed 24-page sections come complete with professionally written articles and eye-catching imagery surrounded by a wealth of ad positions. PLUS, a sales sheet and self-promotion ads to invite advertisers to participate in

your section are also included in the package. Adapt the ads for online use to promote the upcoming online version of the section.

View this month's **Spring ... On the Road** Templated Special Sections package in the MCC Editorial Library. Like what you see? Call 800-223-1600 or email [service@metro-email.com](mailto:service@metro-email.com) to order and grow your special sections revenue!

**Spring... On the Road**

NAME NEWSPAPER

**Buying Smart**  
How to recognize and avoid buying a lemon

**Talking Tire**  
The need for tire inspection after a long winter

**Trading In (insurance)**  
How to successfully switch into insurance providers

TSS COVER

**Fuel Sales With Spring... On the Road**

Looking for better ways to save money on your fuel? This special section is packed with information on how to get the most out of your gas tank. From tips on how to choose the best gas station to how to take advantage of gas rewards programs, this special section has everything you need to know to save money on your next fill-up.

**Spring... On the Road**

Special & Copy Deadline: March 06  
Print Date: March 06

**Ad Sizes & Rates**

1/2 Page	\$1,200
1/4 Page	\$600
1/8 Page	\$300
1/16 Page	\$150
1/32 Page	\$75
1/64 Page	\$37.50

Reserve your ad space today!  
Call 800.223.1600 or email [metro@metroemail.com](mailto:metro@metroemail.com)  
Advertising Deadline: March 06 | Publication Date: March 06

8.5 x 11 SALES SHEET

**Get Sales Rolling With Spring... On the Road**

Draw more customers to your door with targeted advertising in our Spring ... On the Road special section. This themed supplement is fully loaded with informative features for car shoppers, drivers and automotive enthusiasts, making it the ideal advertising venue for a variety of car care advertisers and beyond. To learn more about aligning your advertising with readers in more than 60,000 local households, contact us today!

**Spring... On the Road**

NAME NEWSPAPER

Send email: [800.223.1600](mailto:800.223.1600) or email [metro@metroemail.com](mailto:metro@metroemail.com)  
Advertising Deadline: March 06  
Publication Date: March 06

PASS 2 COL. x 5

**Your Source for Car Care Tips & Savings**

From tips to maximize safety to special offers to make your car care dollars go further, our Spring ... On the Road special section is filled with valuable information and savings geared toward today's drivers. Don't let it pass you by. Look for your copy in print and online!

Arriving March 06

**Spring... On the Road**

NAME NEWSPAPER

This special section will also appear online at [nameonlinenews.com/springontheroad](http://nameonlinenews.com/springontheroad)

Subscribe or renew at 800.223.1600 or [www.nameonlinenews.com](http://www.nameonlinenews.com).

PASS 2 COL. x 5

Metro Templated Sections are an optional add-on to your Metro Newspaper Service subscription. Call Metro's Client Services at 1-800-223-1600 for more information and pricing.

(MCC Editorial Library / Search Source: Templated Print Sections)

Bonus images available in the MCC Creative Library:



N1703P60005C-●



N1703P60004C-●



N1703P60003C-●



N1703P60001C-●



N1703P60002C-●

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participate in your section are also included in the package. Adapt the ads for online use to promote the upcoming online version of the section.

View this month's **Living 50 Plus** Templated Special Sections package in the MCC Editorial Library. If you like what you see, call 800-223-1600 or email [service@metro-email.com](mailto:service@metro-email.com) to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



N1703P61001C-●



N1703P61007C-●



N1703P61002C-●



N1703P61008C-●



N1703P61005C-●



N1703P61003C-●



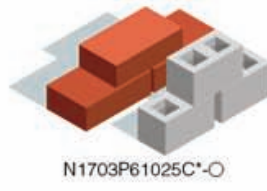
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N1703P61016C\*-○



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N1703P61019C\*-○



N1703P61015C\*-○



N1703P61013C\*-○



N1703P61012C\*-○



N1703P61014C\*-○



N1703P62001C-●  
PANCAKES



N1703P62003C-●  
STACK OF PANCAKES



N1703P62006C-●  
PANCAKES



N1703P62014C-●  
CRAB LEGS



N1703P62013C-●  
CRAB LEGS



N1703P62005C-●  
GINGERALE



N1703P62016C-●  
BOWL OF CEREAL



N1703P62015C-●  
BOWL OF CEREAL



N1703P62021C-●  
SMOOTHIES



N1703P62024C-◇  
GINGERALE



N1703P62008C-●  
BAKED HAM



N1703P62007C-●  
BAKED HAM



N1703P62012C-●  
SAUTÉED SCALLOPS



N1703P62037C-◇  
MEATBALL HERO



N1703P62036C-◇  
CORNEBEEF SANDWICH



N1703P62030C-◇  
MARTINI



N1703P62031C-◇  
CELERY & CARROTS



N1703P62019C-●  
ROAST BEEF



N1703P62011C-●  
SCALLOPS



N1703P62039C-◇  
SPAGHETTI & MEATBALLS



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SWEDISH MEATBALLS



N1703P62035C-◇  
MIXED FRUITS



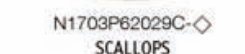
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N1703P62028C-◇  
PEANUTS



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SCALLOPS



N1703P62033C-◇  
SMOOTHIES



N1703P62018C-●  
TURKEY



N1703P62004C-●  
GINGER



N1703P62028C-◇  
CHOCOLATE CAKE



N1703P62034C-◇  
ASSORTED GREENS



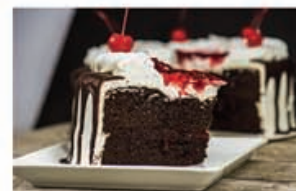
N1703P62040C-◇  
WATER



N1703P62017C-●  
CHEESE & PEPPERONI



N1703P62023C-●  
CORNEBEEF & CABBAGE



N1703P62010C-●  
SLICE OF CHOCOLATE CAKE



N1703P62025C-◇  
SYRUP



N1703P62009C-●  
CHOCOLATE CAKE



N1703P62002C-●  
PANCAKES



N1703P33004C-●



# Rustic Market

Fresh Produce | Natural Foods  
Great Value | Friendly Folks

## On Special This Week

### Meat & Seafood

Beef Short Ribs  
USDA choice  
**\$4.99** lb.

Atlantic Salmon Filets  
boneless, skinless  
**\$7.99** lb.

### Local Produce

Blueberries  
pint size  
**2 for \$5**

Bunch Kale  
locally grown  
**\$1.49**

### From Our Deli

Swiss Cheese  
bulk food  
**\$3.19** lb.

Roasted Turkey  
all natural  
**\$5.99** lb.

### Frozen Foods

Name Brand Vegetables  
assorted 00 oz. varieties  
**99¢**

Name Brand Flatbreads  
assorted 00 oz. varieties  
**\$4.99**

### Groceries

Name Brand Pasta  
assorted 00 oz. varieties  
**\$1.29**

Name Brand Pasta Sauces  
assorted 00 oz. varieties  
**\$2.99**

### Dairy Department

Name Brand Butter  
1 lb. salted or unsalted  
**\$4.99**

Name Brand Milk  
64 fl. oz.  
**\$3.99**



## Farmstand Market

1234 Washington Street | Somersville Heights  
000-000-0000 | [www.namewebsite.com](http://www.namewebsite.com)

Advertised offers good March 00-00, 2017. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

AD# N1703A63001C

PASS 6 COL x 21

AD# N1703A63002C

10 x 13



N1703P64002C\*-O



N1703P64003C\*-O



N1703P64001C\*-O



N1703P64020C\*-O



N1703P64022C\*-O



N1703P64017C\*-O



N1703P64018C\*-O



N1703P64016C\*-O



N1703P64015C\*-O



N1703P64021C\*-O



N1703P64011C\*-O



N1703P64019C\*-O



N1703P64004C\*-O



N1703P64010C\*-O



N1703P64014C\*-O



N1703P64009C\*-O



N1703P64012C\*-O



N1703P64013C\*-O



(REFRESH YOUR WARDROBE)  
N1703P64005C\*-O



(LET'S RAISE OUR GLASSES TO IRISH PEOPLE)  
N1703P64006C\*-O



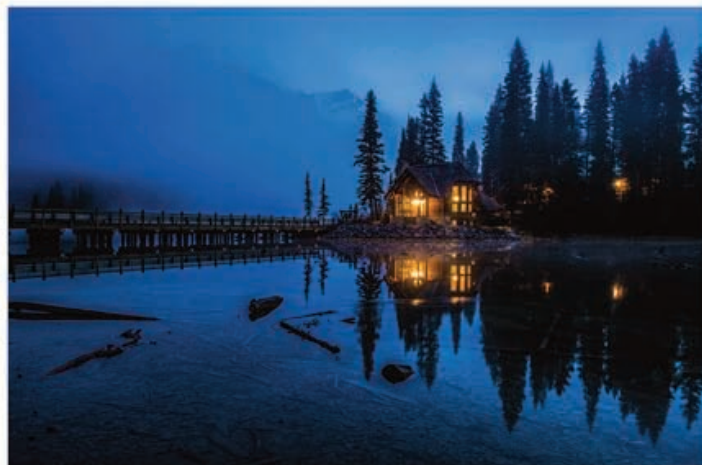
(SUGAR SHACK FUN FOR THE WHOLE FAMILY)  
N1703P64007C\*-O



(A TRIBUTE TO EXCEPTIONAL WOMEN)  
N1703P64008C\*-O



N1703P65004C-●



N1703P65005C-●



N1703P65002C-●



N1703P65007C-●



N1703P65001C-●



N1703P65008C-●



N1703P65003C-●



N1703P65006C-●



N1703P66003C-●  
MIXED BERRIES



N1703P66002C-●  
MIXED BERRIES



N1703P66006C-●  
CHIPS & DIP



N1703P66012C-●  
SWEDISH MEATBALLS



N1703P66009C-●  
GREEN BEER



N1703P66014C-●  
LEMON WATER



N1703P66008C-●  
GREEN BEER



N1703P66007C-●  
GREEN BEER



N1703P66005C-●  
PITA CHIPS & DIP



N1703P66004C-●  
CELERY



N1703P66013C-●  
PASTA W/MEATBALLS



N1703P66010C-●  
PASTRAMI SANDWICH



N1703P66011C-●  
REUBEN SANDWICH



N1703P66015C-●  
TURKEY HERO



N1703P66001C-●  
CORNED BEEF & CABBAGE

**MCC KEYWORD HINT: week1**  
This is your illustration and copy for  
March 2, 2017.

**Cultivate Your Friendships**



The advice to cultivate your friendships is good advice on a variety of levels. Having good and stable friends provides the social support that all of us need. And there is good evidence that loneliness is a serious health risk, increasing your risk of high blood pressure, depression and dementia. The advice to cultivate your friendships is also particularly relevant in today's highly mobile society. People often relocate because of school or work, and while technology can keep us connected even when we're halfway around the world, we often miss the quality time we should be spending with people who matter to us. There are many ways to cultivate our friendships, and they all start with spending time with our friends and communicating with them when we can't be with them physically. As always, the golden rule applies to friendship as to every other relationship, and consists of us: do the things for our friends that we would like them to do for us. Helping is an act, helping is an act, and just being there to share the good times and the bad. — Christopher Simon

*"There are better than one because they have a good return for their labor: if a man of them fall down, one can help the other up. The city against who fall and like to see to help them up."*  
— Ecclesiastes 4:10 NIV

N1703P67007C\*  
N1703P67002C\*  
N1703P67006C\*  
N1703P67001C\*

**AD# N1703A67001C**

PASS 2 COL. x 5.25

**MCC KEYWORD HINT: week2**  
This is your illustration and copy for  
March 9, 2017.

**Cultivate Better Relationships With Your Family**



The advice to cultivate better relationships with our family is easy to overlook. We often take our family members for granted. Children often assume that their parents are under an obligation to help them, even when these children have long since entered adulthood. Parents can be equally guilty of taking their children for granted, and doing so may cause resentment in the course of violent conflict. The story of Cain and Abel represents deep trouble about the dynamics within every family. Every family has its sources of tension and conflict, and even the closest families may have conflicts that produce deep divisions. The more time that we spend with people, the more likely they are to grow on us—and we can then resent for that reason alone. It is important that family members receive care and consideration in how they interact with each other. It is not for nothing that we refer to God as our father and Jesus as the son of God, making him our brother. The family and the relationships which are nurtured flourish in how they interact with each other. Nurture these relationships and ensure that they reflect the divine love which is at the heart of every good family. — Christopher Simon

*"Menace unto them doth prevail for their rebellion, and specially for their own hardness, the devil's doings, and a worse than an unhelm."*  
— 1 Timothy 3:6 NIV

N1703P67006C\*  
N1703P67001C\*

**AD# N1703A67002C**

PASS 2 COL. x 5.25

**MCC KEYWORD HINT: week3**  
This is your illustration and copy for  
March 16, 2017.

**Cultivate Your Relationship With God**



The time and best advice for a Christian—and indeed for any believer—is to cultivate a close relationship with God. If your relationship with God is distant and abstract, then perhaps you are going about it the wrong way. Adamantly, it can be difficult to have a relationship with God, since God is more a spirit than a physical being, and the only way to know and commune with Him is through prayer and meditation, perhaps supplemented by the reading of scripture. One of the things that scripture tells us is that God typically speaks quietly. Those who are expecting God's voice to sweep them off their feet are bound to be disappointed. It's a lot more likely that you will hear the gentle voice of God while praying quietly. It's also necessary to have a receptive attitude to God, and to be open to the possibility of the Holy Spirit. God may be asking us repeatedly to change something in our life, but He won't force us to change. You are free to heed the divine advice or not, and for your relationship with God to grow, you must meet Him halfway. Strive to heed His counsel and seek him with a humble and sincere heart. — Christopher Simon

*"Come near to God and he will come near to you."*  
— James 4:8 NIV

N1703P67009C\*  
N1703P67004C\*

**AD# N1703A67003C**

PASS 2 COL. x 5.25

**MCC KEYWORD HINT: week4**  
This is your illustration and copy for  
March 23, 2017.

**Spiritual Maturity**



Just as we grow and develop physically and mentally, we should do so spiritually as well. Children grow and learn in relation to their parents in much the same way that we grow and learn in relation to God. We go from being completely dependent on our parents to being an integral part of our family, helping with chores and supporting each other, and in the process, we should also grow to love and appreciate for our parents and siblings. As children of God we will always remain dependent on God, but we should also mature to the point where we are "pulling our weight" in the spiritual realm. Spiritually mature persons will take the initiative to pray and do good works without having to be persuaded by others. They are also willing and able to accept hard truths about their own failings and will work diligently to improve. The spiritually mature strive to become more like God, and to judge others not by their outward appearances but by their inner attributes. They are peacefully aware of their own tendency to judge others more harshly than they judge themselves, and consequently will be merciful to their judgment of others. — Christopher Simon

*"Therefore, rid yourselves of all malice and all deceit, envy, and anger, and all things of that kind. Do not desire to be angry with one another, for you are called to be like God's people."*  
— 1 Peter 2:1-3 NIV

N1703P67008C\*  
N1703P67003C\*

**AD# N1703A67004C**

PASS 2 COL. x 5.25

**MCC KEYWORD HINT: week5**  
This is your illustration and copy for  
March 30, 2017.

**Striving With Adversity**



Life can be a challenge. Sometimes the trials we are assigned at school or at work seem beyond our ability. Other times the challenge comes from the people around us. Our family, friends and coworkers, while often supportive, can sometimes be difficult. Sometimes nature provides us with the challenge, in the form of severe weather, illness, or the death of loved ones. No one is immune from these things. They are part and parcel of the human condition, and the real question is how best to deal with the challenges which life presents. If we look at challenges as an insurmountable problem to be solved or even as a game to be played—and hopefully won—we will face much better than if we get discouraged. The person believes that the difficult weather is a problem to be solved, asking himself how can he get along with this guy or at least avoid being bothered by him, while the person just wishes to be spared emotion, worrying about what a job he got in. Life can undoubtedly be difficult, but this makes it a vehicle for personal and spiritual growth. We should probably pray for a disaster hit, and the means to deal with it's problems. An easy, comfortable life is not as desirable as it might seem, because life will eventually throw some hard times your way, and you want to have the means to deal with it. — Christopher Simon

*"Consider it pure joy, my brothers and sisters, whenever you face trials of many kinds, because you know that the testing of your faith produces perseverance."*  
— James 1:2-3 NIV

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N1703P67005C\*

**AD# N1703A67005C**

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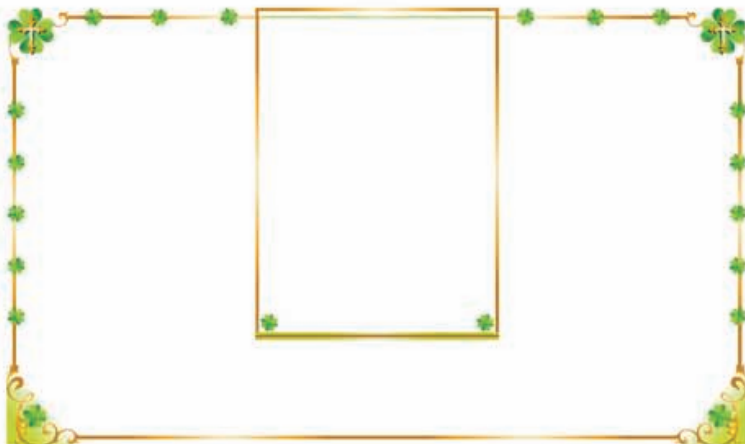
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N1703P67016C\*



N1703P67016C\*



N1703P67011C\*



N1703P67014C\*



N1703P67012C\*  
N1703P67013C\*



N1703P67015C\*



(FRESH FARM PRODUCE)  
N1703P68005C\*-○



(SPRING TO-DO LIST)  
N1703P68010C\*-○



(DAYLIGHT SAVINGS TIME MARCH 12TH)  
N1703P68009C\*-○



(TIME TO SAVE)  
N1703P68001C\*-○



(NATIONAL AGRICULTURE WEEK)  
N1703P68004C\*-○



(SPRING BREAK)  
N1703P68008C\*-○



(HAPPY ST. PATRICK'S DAY)  
N1703P68007C\*-○



(ASH WEDNESDAY)  
N1703P68002C\*-○



(HOLY WEEK MASS SCHEDULE)  
N1703P68003C\*-○



(ST. PATRICK'S DAY CELEBRATION GUIDE)  
N1703P68006C\*-○



N1703P68013C\*-○



N1703P68018C\*-○



N1703P68022C\*-○



N1703P68017C\*-○



N1703P68025C\*-○



N1703P68034C\*-○



N1703P68029C\*-○



N1703P68024C\*-○



N1703P68016C\*-○



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N1703P68023C\*-○



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N1703P68027C\*-○  
N1703P68026C\*-○



N1703P68033C\*-○  
N1703P68032C\*-○



N1703P68021C\*-○  
N1703P68020C\*-○  
N1703P68019C\*-○



N1703P68015C\*-○  
N1703P68014C\*-○



N1703P69009C\*-○  
(Logger)



N1703P69006C\*-○  
(Aquarium)



N1703P69005C\*-○  
(Rock Musician)



N1703P69001C\*-○  
(Rock Musician)



N1703P69002C\*-○  
(Rock Musician)



N1703P69003C\*-○  
(Rock Musician)



N1703P69004C\*-○  
(Rock Musician)



N1703P69016C\*-○  
(Woman Working Out with Weights)



N1703P69015C\*-○  
(Woman Doing Aerobics)



N1703P69013C\*-○  
(Woman Using Exercise Bike)



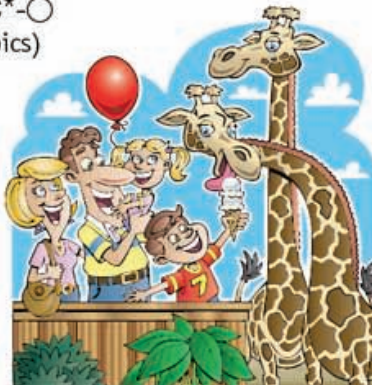
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(Woman Working Out with Weights)



N1703P69014C\*-○  
(Woman Working Out with Weights)



N1703P69007C\*-○  
N1703P69008C\*-○  
(Pin Up)



N1703P69010C\*-○  
(Family at the Zoo)



N1703P69011C\*-○  
(Garbage Truck)



**JULY PACKAGE** | Available 5/19/17

**School Year**

The new school year is about to commence, and School Year has all readers and advertisers need to start the year off on a successful note. From features on back to school shopping to study tips to helping high school students choose the right college, this section is a great way to ensure students make the grade in the year to come.

**Bridal Guide**

Summer is synonymous with couples tying the knot, and Bridal Guide is tailor-made for men and women about to say "I do." Opportunities abound for advertisers looking to connect with happy couples as they plan their big day.

**Fun & Games\*\***

Games will never go out of style, and Fun & Games is loaded with puzzles that are sure to engage readers who love nothing more than completing a crossword or solving a sudoku puzzle. Advertisers can take advantage of this unique opportunity by running alongside puzzles that will appeal to puzzle enthusiasts of varying skill levels. Puzzles include crosswords, sudoku, word search, and much.

**On the Grill\***

Backyard barbecues dominate many readers' summer social schedules, and advertisers won't want to pass on this section tailor-made for grillmasters who simply can't wait to flip a few burgers for their family and friends.



**AUGUST PACKAGE** | Available 6/20/17

**Fall Home & Garden**

Fall is the ideal time of year to tackle all of those projects around the house, and Fall Home & Garden has just what readers and advertisers need to make the most of the fall home improvement season. From painting pointers to tips on prepping a home for the upcoming winter weather and much, much more, Fall Home & Garden is a valuable resource readers won't want to miss.

**Healthy Lifestyle**

Fitness and nutrition go hand-in-hand, and Healthy Lifestyle is ideal for today's increasingly health-conscious readers. Advertisers can get a jump on the competition by taking advantage of numerous tie-in opportunities to reach an increasingly fitness-focused consumer base.

**Think Pink**

Nearly a quarter million women are diagnosed with breast cancer each year, and this section has all women and their families need to battle this potentially deadly disease. Advertisers can help readers win the fight against breast cancer by running alongside features promoting awareness, prevention and healthy lifestyle choices.

**Best of the Best\*\***

More and more consumers are intent on buying local, and our Best of the Best section offers them information about the most buzzworthy businesses in their own communities. Local businesses can utilize this unique offering to promote their services to readers and loyal consumers who recognize the importance of growing their local economies.



**SEPTEMBER PACKAGE** | Available 7/20/17

**Holiday Gift Guide**

'Tis the season for holiday shopping, and our Holiday Gift Guide has all advertisers and readers need to connect and make the most of this festive time of year. From gift ideas to shipping suggestions and much, much more, this section is the perfect present for readers, editors and advertisers alike.

**Cancer Awareness & Prevention**

Few men and women have not been touched by cancer at some point in their lives, and this special section is aimed at increasing awareness of this potentially deadly yet often preventable disease. Advertiser tie-in opportunities abound in this section that promotes awareness, prevention and making healthy lifestyle choices to keep cancer at bay.

**Fall/Winter Sports\*\***

Scholastic sports dominate local news coverage once the school year hits full swing, and this section is loaded with opportunities for advertisers looking to connect with communities intent on supporting local athletes.

**Hispanic Heritage\***

No segment of the population is growing more rapidly than Hispanics, so it's no surprise advertisers want to connect with this increasingly influential demographic. Our Hispanic Heritage section is the perfect opportunity to do just that, offering features about notable Hispanics as well as recipes, celebration ideas and much, much more.



**OCTOBER PACKAGE** | Available 8/21/17

**Drive & Ride**

Fall is a great time to hit the open road, and Drive & Ride has all advertisers need to connect with adventurous readers about to embark on their next road trip. From maintenance tips to features on the latest in automotive technology to advice on safe driving, this is a section no car guy or gal can go without.

**Holiday Gifts & Lifestyle**

The holiday season is one of the busiest and most joyous times of year, and Holiday Gifts & Lifestyle is ideal for readers and advertisers filled with holiday cheer. From shopping suggestions to hosting tips to advice on holiday décor, this section has all readers and advertisers need to make this holiday season as memorable as it is festive.

**Halloween**

Adults and kids alike can't get enough of Halloween, and this section has all they need to have a ghoulishly good time. Advertisers can capitalize on the popularity of this beloved holiday by running alongside features offering costume tips, candy recipes and advice on having a safe and scary Halloween.

**Local Professionals Guide\*\***

Newspapers need local professionals to grow their advertising revenue, and this section provides the perfect opportunity for local professionals to promote themselves and their services.



**NOVEMBER PACKAGE** | Available 9/20/17

**Giving Back**

The season of giving is upon us, and now is the perfect time to go the extra mile to help the less fortunate. From donation tips to volunteering ideas to suggestions on how to encourage young people to give back to their communities, Giving Back is loaded with opportunities for like-minded advertisers and readers to connect at this very special time of year.

**Dining & Entertaining**

Dining & Entertaining has all readers need to turn their next soiree into the talk of the town. Advertisers can feast on a host of opportunities to run alongside features offering tips on everything from healthy eating habits to party pointers and much, much more.

**Pet Friendly\***

Pet owners love their furry friends, and this section is loaded with features aimed at readers whose pets are a top priority. Our Pet Friendly section is an ideal opportunity for readers and advertisers to connect in an effort to make sure pets live long, happy and healthy lives.



**DECEMBER PACKAGE** | Available 10/20/17

**Financial Planning**

Money management has never been a more pertinent topic, and Financial Planning is tailor-made for readers hoping to take control of their finances. Advertiser tie-in opportunities abound in this section focusing on a variety of financial topics, from investing in real estate to becoming a more attractive borrower to making early retirement a reality.

**Resolutions**

The end of the calendar year is synonymous with many things, including the opportunity to make resolutions for the new year that's just around the corner. Advertisers can get a head start on promoting their services in the new year by running in this section aimed at readers who want to make sure next year starts off on the right foot.

**Distinctive Properties**

Real estate is all the rage, and our Distinctive Properties section is a go-to guide for homeowners and prospective buyers who want to know the latest industry trends and topics. Readers and advertisers alike won't want to miss out on this special section offering advice on buying, selling, renovating and much, much more.





## METRO NEWSPAPER SERVICE

March MNS is filled with ready-to-sell sales opportunities for spring, St. Patrick's Day, home improvement, shop local, - National Newspaper in Education Week, and more. Get even more great topics to sell in the online MCC Creative Library.



PP. 73-80

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Expand your advertiser presentation options with March's MSAL spec ads for Auto Services and Spring Sales advertisers. Presented in this book and available to view online in the MSAL SearchBook®, every ad is also available in MiAD Wizard so you can immediately personalize ads to present and close more sales.



JANUARY Issue  
PP. 81-93

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