

CREATE. SELL. PROFIT.

METRO

CREATIVE SERVICES



ALL ABOUT FALL

Rake in the revenue with autumn-themed content for a broad spectrum of advertisers



FIRE & CRIME PREVENTION

Pages, packages, ads, headings, images and ideas to heighten awareness and ad sales



BREAST CANCER & HEALTHCARE

Targeted Breast Cancer Awareness Month coverage and content to target your local medical market

Spellbinding ads, images, pages and ideas to lure more

Halloween Advertisers



MiAD Spec Ad Library PP/45-52

Dozens of ready-to-sell spec ads for automotive and technology advertisers - MiAD Wizard enabled!



Campaigns & Classified PP/53-65

Invigorate fourth-quarter Classified ad sales with a fresh installment of automotive, real estate, recruitment and campaign content!

Editorial Features & Templated Special Sections:

Drive & Ride • Holiday Gifts & Lifestyle • Halloween • October Timely Features • Games & Puzzles

HALLOWEEN



ON THE COVER:
N1810P21009C

Use this spooky-sweet trick-or-treat image to tempt all types of holiday advertisers, from candy and costume retailers to event organizers, safety tip sponsors and more.

Treat local businesses to an array of Halloween advertising options this month.

- Begin with a **Themed Event Package** featuring a Halloween coupon page layout and editorial feature, as well as ads to promote Halloween coverage to both advertisers and readers (09).
- A new infographic page features spellbinding Halloween history and fun facts, along with an ad spot to promote Halloween merchandise (25).
- A **Single Sheet** design advertises a haunted house attraction (28).
- Attract various sponsors with a Halloween ghost story writing contest (10).
- Double exposure for Halloween merchandise with an individual ad plus space in a coordinated "Halloween survival guide" directory (32).



ALL ABOUT FALL



Continue fall-themed coverage with a variety of ads, images and ideas.

- A **Marketplace** layout features themed seasonal promotions for a hair salon, general retailer, restaurant, landscaping service, coffee shop and sweater sale (14).
- A **Themed Event Package** promoting fall events includes an eye-catching event listing layout along with a tab cover and promotional ads (05).
- Another **Themed Event Package** focuses on fall fashion with a tab cover, his and her shopping directories, and ads to promote this content to readers and advertisers (07).
- An ad and coordinated directory layout to promote local farms or pumpkin patches (32).
- Find dozens more photos and images to create additional autumn ads.



FIRE & CRIME PREVENTION



Target advertisers and sponsors for promotions surrounding Crime Prevention Month and National Fire Prevention Week in October.

- A **Themed Event Package** focused on fire prevention features an event heading, as well as an editorial feature and sponsored home fire prevention and safety tips (08).
- Use both events as selling points to invite a home security system provider to invest in **Single Sheet** exposure and promote special offers (28).
- Another **Themed Event Package** provides the elements of an attorney guide, including a tab cover, editorial features and a "locate a lawyer" directory, as well as section promotions (06).
- Create additional ads and promotions with crime and fire prevention art and photos (37).



BREAST CANCER & HEALTHCARE



Find content to build Breast Cancer Awareness Month promotions, as well as other healthcare coverage this October.

- An ad for a breast health center features a complementary directory design titled "proud to think pink." Use it to invite women's healthcare and cancer support advertisers or any local businesses supporting breast cancer patients, survivors and research (32).
- Keep the focus on women's health with ads for a women's endocrinology center, as well as an ad for a diagnostic imaging center offering mammograms. Another ad promotes head-to-toe care from top-rated doctors, and yet another advertises quality health insurance coverage (03).
- Create additional breast cancer awareness content with more images (42, 58).



OKTOBERFEST & COLUMBUS DAY



Oktoberfest and Columbus Day present opportunities to get creative with ads and event promotions.

- Promote Columbus Day savings all month with an ad layout featured in October's Community Calendar (19).
- Create more Columbus Day sale ads with headings and images, as well as photos for popular retail categories like furniture, electronics and clothing (38, 45).
- A double-track directory design for Oktoberfest features food, fun and special offers (20).
- Also find an Oktoberfest event ad featured in this month's Community Calendar (19).
- Build additional promotions and ads with photos, art and Oktoberfest headings (39).



OCTOBER PROMOTIONAL OPPORTUNITIES



Remember to include the following events and promotions in October sales:

- Use National Pizza Month to capture sales and sponsors with an ad for "pizza and pours," a Single Sheet design with delivery coupons, a pizza lovers recipe contest and a variety of images and headings (10, 28, 33, 32, 40).
- A Themed Event Package related to the opioid crisis features editorial content, tips to prevent addiction and promotional ads (04).
- Find photos and headings for National Boss Day, National Cat Day, Orthodontic Health Month, Vegetarian Month, Domestic Violence Awareness Month, International Coffee Day and Chiropractic Health Month (18, 27, 35, 44, 45, 65).
- Ads for top advertiser prospects in October include a day care center, expo center, tax attorney, senior living facility, laundry service, party supply store, farm equipment dealer, nightclub and laser hair removal clinic (02, 03).



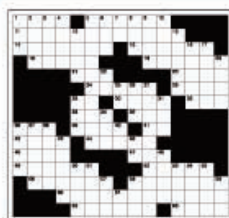
OCTOBER CUSTOMER REQUESTS

FIND THIS MONTH'S CUSTOMER-REQUESTED ART ON PAGE 64!



N1809P64003C

SUDOKU, WORD FINDS, CROSSWORDS, COLORING PAGES & MORE!



CLUES ACROSS

1. Attention of difficulty
2. Pressure in dental body
3. Unpleasant
4. Drink used instead of one
5. Layer of flesh
6. Vegetarian
7. Pub-ology kind
8. Sedulous cover
9. 40' World Series hero
10. Scatological eponymology pun
11. Pop
12. Reager - Hansen
13. Series of bad events
14. Excessive but absolute
15. ...Thames, across

35. Eleventh day preceding
36. Italy's tall island
38. Etymology, make like fish
41. Jet Power
42. Computer
46. Geological stage
48. Whop
49. In the center of
50. Lead back
51. Inverted headless
52. In love, never
53. ... Fall
54. Concession
55. Poet in one's life
56. ...Nepesin

Tap into a new revenue stream with popular games and puzzles perfect for recruiting sponsor advertisers. They offer unique placement that will attract plenty of focused attention from readers of all ages! Access the entire archive online from the MCC Editorial Library.



FULLY TEMPLATED SPECIAL SECTIONS (TSS)

October TSSs in Print & Online:

- HOLIDAY GIFTS & LIFESTYLE
- DRIVE & RIDE • HALLOWEEN

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



CREATE. SELL. PROFIT.



Like Us on Facebook
facebook.com/
MetroCreativeConnection



Follow Us on Twitter
@MetroConnection

Metro Creative Graphics, Inc.

519 Eighth Avenue,
New York, NY 10018
Voice 212.947.5100
Toll-free 800.223.1600
www.metrocreativeconnection.com



Follow Us on Instagram
@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).

CREATE. SELL. PROFIT.

N1810P33001C



Family Time Anytime.

We put everyone's favorite shows and movies at your fingertips for entertainment on your schedule at one affordable rate.

Cable TV + High-Speed Internet
With Free HD DVR Service **\$29 mo.**

Introductory rate for much of 6 months when bundled. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

Call or go online today to get started! [f](#) [t](#) [i](#)

Spectrum Communications

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

AD# N1810A02001C PASS 2 COL. x 5



Keep Your Customers Coming Back with a seamless online shopping experience

e-commerce web development & management | responsive mobile design | site hosting search engine optimization | internet marketing & social media management

Glitches and slowdowns can prevent purchases and discourage customers from returning to your site. Talk to us today about the best way to ensure your best e-commerce results with a free consultation.

E2B Design, LLC

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com [f](#) [t](#) [i](#)

AD# N1810A02002C PASS 2 COL. x 5

N1810P33002C

Veg Out at Your Local Farmers' Market

Every Saturday
9am - 2pm
 Civic Center
 Parking Lot

- Local Fruits & Vegetables
- Juices & Smoothies • Coffee & Espresso
- Gourmet Foods • Baked Goods
- Craft Vendors • Live Music

Somersville Farmers' Market

1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com [f](#) [t](#) [i](#)

N1810P33003C

AD# N1810A02003C PASS 2 COL. x 5

Caring. Learning. Growing.

A Licensed Day Care Focused on Learning and Fun!

- Agnes 10 months to 7 years
- Half-day & full-day programs
- Caring & experienced staff
- CPR-certified supervisors
- Educational games & activities
- Music, reading & movement
- Secure & clean play areas
- Healthy meals & snacks
- Open 7 a.m. - 7 p.m.

Call or visit us online today for more details about our programs, pricing and registration information.

Daisy's Day Care

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

N1810P33004C

AD# N1810A02004C PASS 2 COL. x 5

It's That Time Again... Reserve Your Holiday Party Date Today!

We have great new packages and menu options available for 2018. Call now for the best selection of dates, and celebrate your success in style.

The Avalon Hotel

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com [f](#) [t](#) [i](#)

N1810P33005C

AD# N1810A02005C PASS 2 COL. x 5

Host Like You Mean Business

State-of-the-Art Convention & Expo Center
conveniently located in downtown Somersville

- 50,000 Square Feet of Exhibit Space
- 5,000+ Auditorium Seating Capacity
- 25 Meeting & Banquet Rooms
- Secure & Convenient
- Plenty of Parking
- High-Speed Wifi

Call for details and booking!

Somersville Convention Center

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com [f](#) [t](#) [i](#)

N1810P33006C

AD# N1810A02006C PASS 2 COL. x 5

Companion WEB + MOBILE ADS available on MCC

Tax Trouble?

We're here to get the IRS off your back and your finances back on track. With more than a decade of experience, we have the tax negotiation and mediation expertise you need to level the playing field and solve your tax problems for good.

Put an End to the Stress.
Call Now for Your Free Consultation:
000.000.0000

Edwards & Tiller Tax Law

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com [f](#) [t](#) [i](#)

N1810P33007C

AD# N1810A02007C PASS 2 COL. x 5

A Place That Feels Like Home. Friends Who Feel Like Family.

Get to Know Us at Our Next Game Night!
Call or go online for details and to reserve your spot.

Come home to carefree senior living. Our friendly and vibrant community features beautifully appointed private residences with easy access to all of the services you want or need at your discretion. We invite you to arrange a tour today, and see how our version of senior living can change your life for the better.

Tuscany Village

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com [f](#) [t](#) [i](#)

N1810P33008C

AD# N1810A02008C PASS 2 COL. x 5

N1810P34001C

Open Daily at 7 a.m. Last Wash at 6:30 p.m.

Wash-&Fold Service \$1.79/lb. Same-day service!

Ditch Laundry Night. Let Us Do the Dirty Work!

Clean & Efficient Washers & Dryers | Large-Capacity Machines Available
Bright & Secure Location | Change Machine On Premises
Plenty of Free Parking | Attendant On Duty

Central Laundry

1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com [f](#) [t](#) [i](#)

N1203P46009C

AD# N1810A02009C PASS 2 COL. x 5

N1810P34002C

Top-Rated Doctors.

Head-to-Toe Care.

More efficient. More effective.
 We're here to meet all of your healthcare needs in one convenient and integrated system.
 A Leading Team of Physicians & Specialists
 A Full Spectrum of Medical, Surgical & Support Services
 World-Class Care Facilities & State-of-the-Art Technology
 Prevention & Wellness Programs & Support

Merit Hospital System   

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

AD# N1810A03001C PASS 2 COL. x 5 




N1810P34003C

Get Well Sooner


Trusted & Understanding Pediatric Care
 Well-child visits & preventive care
 Vaccinations & physicals
 Sick visits & chronic care
 Developmental testing
 Vision & hearing screenings
 Routine lab work
 Allergies & asthma
 Behavioral health

Same-day sick visits and walk-in care available

To schedule an appointment or verify insurance coverage, please call our office today!

Everett Pediatrics   

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

AD# N1810A03002C PASS 2 COL. x 5 

N1810P34004C

Set the BOOd for Halloween

...with low prices on everything you need to host a spooktacular Halloween bash!

Tableware - Lawn Decor - Lighting - Sound Machines
 Top Markers - Invitations - Party Favors - Treat Bags - Costumes - Decorative Screens - & More

Complete Halloween Party Kits Now \$19.99 & up

Ready-to-Wear Costumes Now \$14.99 & up

Save 10% Off Your Total Purchase When You Sign Up for Our Free VIP Club Online!

Party Town   

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

AD# N1810A03003C PASS 2 COL. x 5 




N1810P34005C

Keeping an Eye on Your Health


We employ an experienced imaging team and the latest state-of-the-art technology to provide fast and accurate diagnosis for successful and targeted treatment.

Specialists in
 Low-Dose CT Scanning
 For appointments and information, call 000.000.0000 today.

Outpatient Diagnostic Imaging
 Mammograms | Open MRI
 Interventional Radiology
 PET/CT Scans | Ultrasound | X-ray

Emblem Imaging   

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

AD# N1810A03004C PASS 2 COL. x 5 

N1810P34006C

The Area's Best Selection of New & Pre-owned Inventory
 Factory-Certified Parts & Service

More Brawn for Your Buck

0% Financing up to 84 months
 Plus, up to \$1,200 Cash Back

Select 2018 Name Brand Tractors and Equipment
See showroom for details. Limited-time offers through 10/31/18. Credit approval required. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

AgLeader Equipment   

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

AD# N1810A03005C PASS 2 COL. x 5 

N1810P34007C

Protecting You & Your Loved Ones

With Quality Health Insurance Coverage

Customized & Affordable Solutions for Individuals, Families & Employers

Call today to review your plan and pricing options with a helpful coverage coordinator.

Integra Insurance   

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

AD# N1810A03006C PASS 2 COL. x 5 




Companion WEB + MOBILE ADS available on MCC

N1810P34008C


Transforming Local Nightlife

Dutty like a rock star at the area's newest nightclub

Nightly drink specials
 The hottest bands and DJs
 Sleek and sophisticated design
 Craft martinis and specialty cocktails
 • VIP Party Packages Available •

Club Polariz   

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

AD# N1810A03007C PASS 2 COL. x 5 

N1810P34009C

Target Your Beauty Goals

Be confident in your skin with the latest laser beauty treatments.
 acne treatment | scar reduction
 hair removal | dermal fillers
 anti-aging | radiotherapy
 cellulite reduction

10% Off All Laser Hair Removal Packages

Now Through October 31. Fall and winter are the best times for effective laser hair removal treatments. Call to schedule your free consultation and patch test today!
 Financing Available Here

Bella Laser Medspa   

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

AD# N1810A03008C PASS 2 COL. x 5 

N1810P17006C

Weight Gain? Mood Swings? Exhausted & Irritable?

Maybe it's time to talk with a doctor about your hormone health. We specialize in endocrinology, helping women cope with hormonal changes at every age with a combination of nutrition, medication and lifestyle support for a multidisciplinary approach to health and balance.

Specialists in diagnosing and treating:
To learn more about our clinic, our doctors and our services, please call or visit our online blog

Thyroid conditions | Primary disorders | Osteoporosis
 Menopause support | Diabetes

Bergman Endocrinology & Women's Health   

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

AD# N1810A03009C PASS 2 COL. x 5 

Plan and publicize profitable special sections and features with these popular packages. Each provides a selection of concept-building content like headings, promotional ads, cover designs, editorial elements, Quick-Sell multi-advertiser pages and more. (MCC Creative Library / Print Ad Type: ThemedEventPackage)

SECTION COVER:

FALL Festivals & Fun

October 2018
A Special Supplement to
Name Newspaper

> Harvest Festival 2018 <

INSIDE

Autumn Art Walk
Soundoff Music Fest
International Film Festival

U-Pick Farm & Pumpkin Patch Guide

& More of Autumn's Best Events

AD# N1810A05003C 10 x 13

N1810P27002C
N1810P43002C
N1810P49005C
N1810P43002C

QUICK SELL:

Fun For Fall

Take Your Pick of **Autumn Events & Activities!**

<p>Film Festival Over 25 Movies October 00-00 Schedule Now Online www.name.com</p> <p>Event Location: 1234 Washington Street Crownsville, MD 21032</p>	<p>Gallery Opening Free Admission Saturday, October 00 10 a.m. - 00 p.m. www.name.com</p> <p>Event Location: 1234 Washington Street Crownsville, MD 21032</p>	<p>Pet Fair Free Admission Saturday, October 00 10 a.m. - 00 p.m. www.name.com</p> <p>Event Location: 1234 Washington Street Crownsville, MD 21032</p>	<p>Wedding Expo Free Admission Saturday, October 00 10 a.m. - 00 p.m. www.name.com</p> <p>Event Location: 1234 Washington Street Crownsville, MD 21032</p>
<p>Harvest Festival Where Fall fun everyone is the season! Annual games & rides Live music Costume parade Family-friendly activities Live & local vendors Kids & adult entertainment Live & local vendors Live & local vendors</p> <p>Event Location: 1234 Washington Street Crownsville, MD 21032</p>	<p>Autumn Art Walk Autumn art appreciation for all ages! Artwork by local artists Live music Live music Live music Live music Live music Live music Live music Live music Live music Live music Live music Live music</p> <p>Event Location: 1234 Washington Street Crownsville, MD 21032</p>	<p>Music Festival Don't miss the area's largest outdoor music festival of the year! Live music Live music Live music Live music Live music Live music Live music Live music Live music Live music</p> <p>Event Location: 1234 Washington Street Crownsville, MD 21032</p>	<p>Wine Festival Taste dozens of delicious local wines, while enjoying live music and beautiful scenery! Live music Live music Live music Live music Live music Live music Live music Live music Live music Live music</p> <p>Event Location: 1234 Washington Street Crownsville, MD 21032</p>
<p>October Fest A taste of German style fun for the whole family! Live music Live music Live music Live music Live music Live music Live music Live music Live music Live music</p> <p>Event Location: 1234 Washington Street Crownsville, MD 21032</p>	<p>Halloween Parade Don't miss the fun! Live music Live music Live music Live music Live music Live music Live music Live music Live music Live music</p> <p>Event Location: 1234 Washington Street Crownsville, MD 21032</p>		

AD# N1810A05002C 10 x 13
AD# N1810A05001C PASS 6 COL x 21

Companion WEB + MOBILE ADS available on MCC

HEADING:
N1810P05001C*O

FALL Festivals & Fun

N1810P05003C
N1810P05001C*O

The Season's Best

Events • Festivals Activities • Celebrations & More

Our Fall Festivals & Fun section is your guide to what's going on all season. From music and art festivals to u-pick farms, Halloween parties and more, find out where to go and what to do for an awesome autumn!

Look for Your Copy Thursday, October 00
here and online at name.com/fallfestivalsandfun
To Advertise, Call 000.000.0000 Before October 00!

FALL Festivals & Fun

A Special Section From
Name Newspaper

AD# N1810A05004C PASS 6 COL x 10

N1810P48006C

QUICK SELL:

N1810P06002C*-O

SECTION COVER:

Attorney GUIDE

How to find an attorney

Attorneys can help guide you through the legal process, ensuring you understand your rights and the consequences of your actions. The attorney you hire should be someone you can trust and who will help you with every step of the way.

Choosing an attorney is an important decision, and one that should not be taken lightly. The attorney you hire should be someone you can trust and who will help you with every step of the way.

• Think about your budget. Find an attorney who is affordable and who will help you with every step of the way.

• Don't forget to ask for a free consultation. Many attorneys offer a free initial consultation to help you decide if they are the right fit for your needs.

• Ask for references. Ask for references from people who have worked with the attorney you are considering. This will help you get a better idea of what to expect.

• Check the attorney's credentials. Make sure the attorney is licensed in your state and has a good track record. You can check the attorney's credentials on the state bar website.

• Ask about the attorney's availability. Make sure the attorney has the time to devote to your case. You should also ask about the attorney's communication style and how often you will be updated on the progress of your case.

• Trust your instincts. If you feel comfortable and confident in the attorney you are considering, that is a good sign. If you feel uneasy or unsure, it may be best to look for another attorney.

Locate a Lawyer
Find the right attorney for your legal needs.

	Name: Anthony J. [Name] Address: [Address] Phone: [Phone] Website: [Website]		Name: Anthony J. [Name] Address: [Address] Phone: [Phone] Website: [Website]
	Name: Anthony J. [Name] Address: [Address] Phone: [Phone] Website: [Website]		Name: Anthony J. [Name] Address: [Address] Phone: [Phone] Website: [Website]
	Name: Anthony J. [Name] Address: [Address] Phone: [Phone] Website: [Website]		Name: Anthony J. [Name] Address: [Address] Phone: [Phone] Website: [Website]
	Name: Anthony J. [Name] Address: [Address] Phone: [Phone] Website: [Website]		Name: Anthony J. [Name] Address: [Address] Phone: [Phone] Website: [Website]
	Name: Anthony J. [Name] Address: [Address] Phone: [Phone] Website: [Website]		Name: Anthony J. [Name] Address: [Address] Phone: [Phone] Website: [Website]

Adviser Suggestion Law Firm	Adviser Suggestion Financial Planner	Adviser Suggestion Financial Institution	Adviser Suggestion Insurance
Adviser Suggestion Law School	Adviser Suggestion Bail Bonds Agency	Adviser Suggestion Mediation Service	

AD# N1810A06002C 9.667 x 13
AD# N1810A06001C PASS 6 COL. x 21

October 2018
A Special Supplement to
Name Newspaper

Attorney GUIDE

Your guide to targeted legal help in
Name County

> How to find an attorney <
Find the right attorney for your legal needs.

Personal Injury | Criminal Law | Bankruptcy
Insurance Claims | Workers' Compensation | Immigration | Family Law
Wrongful Termination | Labor Law | Elder Law | Real Estate Litigation
DUI & DWI | Estate Planning | Tax Law

AD# N1810A06003C 10. x 13

Attorney GUIDE

SELF-PROMOTION READER:

SELF-PROMOTION ADVERTISER:

Companion
WEB + MOBILE
ADS available
on MCC

Attorney GUIDE

Protect Your Legal Rights

Keep our Attorney Guide on hand for quick and easy access to specialists in every area of law, from criminal defense to real estate litigation and family law. Inside this guide, you'll find helpful articles as well as information from dozens of local lawyers standing by to help you.

Remember to get your copy here on October 00. Also online at namenewspaper.com/attorneyguide

Attorney GUIDE A Special Section From
Name Newspaper

AD# N1810A06005C PASS 2 COL. x 5

Attorney GUIDE

Reach More Clients in Our Attorney Guide

Call today for details about appearing in our upcoming Attorney Guide, and promote your expertise to more than 00,000 local readers.

To learn more, call 000.000.0000 or email namenewspaper.com before October 00. This special section will appear in print and online October 00, 2018.

Attorney GUIDE A Special Section From
Name Newspaper

AD# N1810A06004C PASS 2 COL. x 5

Plan and publicize profitable special sections and features with these popular packages. Each provides a selection of concept-building content like headings, promotional ads, cover designs, editorial elements, Quick-Sell multi-advertiser pages and more. (MCC Creative Library / Print Ad Type: ThemedEventPackage)

QUICK SELL: N1810P26008C • N1810P26007C •



Fall Fashionista SHOPPING GUIDE

Style Tip: Accessorize your favorite neutral apparel basics with color to create a more versatile wardrobe. Don't be afraid to pair a neutral outfit with a bag and shoes in two different colors. Mix, match and experiment in stores or at home to find what works best for you!

Find... For weekly highlights and special offers from your favorite local fashion retailers, sign up online at namepaper.com/fallfashionista.

Accessory Shop	Footwear Store
Clothing Store	Jewelry Store
Vintage Store	Clothing Store
Thrift Shop	Tailor & Dry Cleaner
Dress Shop	Accessory Shop
Clothing Store	Personal Shopping Service



Fall Fashionista SHOPPING GUIDE

Style Tip: Pair a lightweight sweater with dark indigo jeans and top it off with a sport coat this fall for a put-together layered look that's both comfortable and stylish.

Find... Use your fashion genius to fill with weekly style tips and offers from your favorite local retailers when you sign up online at namepaper.com/fallfashionista.

Clothing Store	Footwear Store
Clothing Store	Jewelry Store
Vintage Store	Clothing Store
Thrift Shop	Tailor & Dry Cleaner
Suit Shop	Accessory Shop
Clothing Store	Personal Shopping Service

AD# N1810A07002C 9.667 x 13
AD# N1810A07001C PASS 6 COL x 21

SECTION COVER:

October 2018
A Special Supplement to
Name Newspaper

Fall FASHION

- Menswear Trends
- Versatile Athleisure Looks
- Easy Accessory Upgrades

HIS & HER SHOPPING GUIDES

AD# N1810A07003C 10 x 13

Fall FASHION

Companion
WEB + MOBILE
ADS available
on MCC

SELF-PROMOTION READER:



Cultivate Your Closet

Make our Fall Fashion special section your go-to guide for style tips, apparel trends, fashion inspiration and special offers to upgrade your look for the new season!

Scoop up your copy of this must-see special section on October 00.

A Special Section From
Name Newspaper

Also online at namepaper.com/fallfashion

AD# N1810A07005C PASS 2 COL x 5

SELF-PROMOTION ADVERTISER:



Fashion Advertising for Fall

Our Fall Fashion guide is the perfect place to promote your new merchandise arrivals, special offers or services to style-conscious readers as they cultivate their closets for the new season!

Advertising Deadline: October 00
Publication Date: October 00

A Special Section From
Name Newspaper

For details or to reserve your ad spot, call 000.000.0000 or email name@namepaper.com.

AD# N1810A07004C PASS 2 COL x 5

N1810P37015C*-O

In the event of a fire, every second counts...



We're kicking off Fire Prevention Week on Sunday, October 7 with a variety of important features and safety information to help you prevent and prepare for a fire emergency. Be sure to grab your copy and review it with your household to protect yourself, your property, your community and your loved ones.



Advertisers, talk to us today about sponsorship opportunities or to reserve your ad spot in this supplement and weekly read special edition. Call 000.000.0000 or email names@metronews.com for more information.

The Somersville Press
In Print & Online • www.name newspaper.com

Subscribe or renew online or at 000.000.0000.

AD# N1810A08004C PASS 6 COL. x 10

HEADING:
N1810P08001C*-O
N1810P08002C*-O



QUICK SELL:



Follow these fire safety tips, and review them with other members of your household, to protect yourself, your property, your community and your loved ones.

PREPARE

Install smoke alarms on every level of your home, as well as inside and outside every sleeping area. Test smoke alarms monthly, and replace the batteries if needed. Purchase and learn how to safely use a fire extinguisher. Create a fire escape plan with your family, reviewing and practicing it twice a year.

Your fire escape plan should include two exit points from every room, as well as a designated outdoor meeting spot.

Make sure everyone in your family knows when and how to call 911 or the fire department.

PREVENT

Turn off portable heaters whenever you leave a room or go to sleep.

Never leave a candle burning unattended, and consider replacing traditional candles with battery-operated flameless versions.

Keep matches and lighters out of reach from children, and make sure they know never to play with these items.

Replace or repair loose plugs, exposed wiring or frayed extension cords, and avoid overloading outlets and extension cords.

Keep any items that can catch fire at least three feet away from cooking and heating devices.

Remain in the kitchen when frying, grilling or broiling food. Always turn off the stove if you leave the kitchen even for a brief period of time.

STAY ALIVE

In the event of a fire, yell "Fire!" repeatedly and evacuate immediately. Once outside, call 911 or the fire department, and never reenter a burning building for any reason.

If a door or door handle feels warm to the touch, do not open it. Use an alternate escape route.

If you must walk through smoke, get as close to the ground as possible to escape under the smoke, closing doors behind you.

If your clothing catches fire, always remember to stop, drop and roll, covering your face with your hands.

If you can't escape a room, close the door and cover vents and door cracks with a towel or cloth to keep out smoke. Call 911 or the fire department, and signal for help at the window with a piece of cloth or a flashlight.

If you are unable to reach pets or someone in the home needing assistance, evacuate, call 911 and tell the emergency operator and firefighters where the person or pet is located.

Sponsored by
HARDWARE STORE

Sponsored by
HOME FURNISHINGS STORE

Sponsored by
MEDICAL CENTER

AD# N1810A08002C
AD# N1810A08001C

10 x 13
PASS 6 COL. x 21

N1810P08001C*-O
N1810P08002C*-O

Companion WEB + MOBILE ADS available on MCC



Learn the facts about devastating wildfires

Devastating wildfires have destroyed thousands of acres of land across California in the summer of 2018. Cities of the California Department of Forestry and Fire Protection said these combined fires consumed the largest wildfire in the state's history. Following images of these devastating wildfires, distributed nationwide as thousands of people were forced to evacuate, wildfire torches erupting in their paths, destroying communities, businesses and natural resources. California leaders in cities and counties, and firefighters are not yet able to contain what wildfire they want.

It is important to note that wildfires are not new. In fact, they have been a part of our lives for as long as humans have lived in the United States and are caused by negligence, whether it's discarded cigarette butts or campfires left unattended. Some are intentional acts of arson, but most are not. In fact, according to the National Fire Protection Association, about 85 percent of wildfires are caused by negligence, with aging power lines causing burning of power lines and trees. Small fires can get out of control, and if they do, they can cause a lot of damage.

The NFA has advised fire managers who contain fires, the small or medium-sized fires, and the threat of a wildfire is to take action to prevent a wildfire from starting. To help you understand what you can do to prevent a wildfire, here are some tips:

- Always pay with matches or lighters in the house.
- Always wear your seatbelt.
- Make sure a complete company extinguisher is always ready to use.
- Always practice fire safety.

Wildfires are a constant threat, and it's important to take steps to prevent them. Always practice fire safety, and always wear your seatbelt.



Sponsored by
VOLUNTEER FIRE DEPARTMENT

Sponsored by
HOME IMPROVEMENT CENTER

Sponsored by
URGENT CARE CENTER

AD# N1810A08003C PASS 6 COL. x 10

N1810P08003C*-O

N1810P37001C*-O



Follow these fire safety tips, and review them with other members of your household, to protect yourself, your property, your community and your loved ones.

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If you are unable to reach pets or someone in the home needing assistance, evacuate, call 911 and tell the emergency operator and firefighters where the person or pet is located.

Sponsored by
HARDWARE STORE

Sponsored by
HOME FURNISHINGS STORE

Sponsored by
MEDICAL CENTER

QUICK SELL:

QUICK SELL:

Happy Halloween

How to talk to kids about Halloween safety

Confession: Halloween's creepiest moments are undoubtedly focused on the children and their parents. But parents, grandparents and aunts, uncles, cousins, friends and neighbors are also part of the fun. So it's important to make sure everyone is safe and sound. The following tips will help you talk to your kids about Halloween safety.

• **Think about costumes and accessories.** Kids love to dress up, but costumes and accessories can be tricky. Make sure they are safe and comfortable. Avoid long, trailing costumes that could trip your child. Avoid masks that obstruct vision. Avoid costumes that are too hot or too cold for the weather. Avoid costumes that have sharp edges or small parts that could be swallowed. Avoid costumes that have long, trailing hair or accessories that could get caught in something. Avoid costumes that have long, trailing hair or accessories that could get caught in something.

• **Check for tripping hazards.** Kids love to run and jump, but they can also trip and fall. Make sure they are wearing flat shoes and avoiding uneven surfaces. Avoid costumes that have long, trailing hair or accessories that could get caught in something.

• **Make a list of local businesses.** Kids love to go to the store to buy their costumes and accessories. Make a list of local businesses that sell Halloween costumes and accessories. This will help you find the best deals and make sure you have everything you need before it's too late.

Happy Halloween

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The Thrill of the Save!

BOOPON GUIDE

Save like crazy this Halloween with to-die-for deals from your favorite local businesses.

The Thrill of the Save!

BOOPON GUIDE

Save like crazy this Halloween with to-die-for deals from your favorite local businesses.

<p>Advanced Auto Repair We save the extra out of our cars. 10% Off Any Service or Repair 1234 Washington Street Somerville Heights 000-000-0000 www.aaa.com</p>	<p>Salon Gigi Don't be afraid to try a new look! \$10 Off Cut or Color Service 1234 Washington Street Somerville Heights 000-000-0000 www.salongigi.com</p>	<p>The Scoop Ice Creamery Treat yourself this Halloween! Buy One, Get One Free Any Ice Cream Treat 1234 Washington Street Somerville Heights 000-000-0000 www.scoopicecreamery.com</p>
<p>Garden Pantry Health Foods QMOC sound party today! \$5 Off Purchase of \$20 or More 1234 Washington Street Somerville Heights 000-000-0000 www.gardenpantry.com</p>	<p>The Bark Stop Crate Halloween treats for your pet! 30% Off Any Pet Halloween Costume 1234 Washington Street Somerville Heights 000-000-0000 www.barkstop.com</p>	<p>Discount Variety Mart Candy-corned Halloween savings! BOGO 50% Off Bagged Halloween Candy 1234 Washington Street Somerville Heights 000-000-0000 www.discountvariety.com</p>

<p>Salon Gigi Don't be afraid to try a new look! \$10 Off Cut or Color Service 1234 Washington Street Somerville Heights 000-000-0000 www.salongigi.com</p>	<p>The Scoop Ice Creamery Treat yourself this Halloween! Buy One, Get One Free Any Ice Cream Treat 1234 Washington Street Somerville Heights 000-000-0000 www.scoopicecreamery.com</p>
<p>The Bark Stop Crate Halloween treats for your pet! 30% Off Any Pet Halloween Costume 1234 Washington Street Somerville Heights 000-000-0000 www.barkstop.com</p>	<p>Discount Variety Mart Candy-corned Halloween savings! BOGO 50% Off Bagged Halloween Candy 1234 Washington Street Somerville Heights 000-000-0000 www.discountvariety.com</p>

<p>Perks Coffee Shop Feeling like a zombie? 50% Off Any Beverage 1234 Washington Street Somerville Heights 000-000-0000 www.perkscoffee.com</p>	<p>Core Fitness Rebound by high monthly rates! 6-Month Fitness Membership Only \$99 1234 Washington Street Somerville Heights 000-000-0000 www.corefitness.com</p>
<p>Fun Zone for Kids Oooh (and gahh!) just wanna have fun! One Half-Price Child's Admission 1234 Washington Street Somerville Heights 000-000-0000 www.funzone.com</p>	<p>The Grand Table Buffet Eat your heart out this Halloween! Buy One Lunch or Dinner, Get One FREE 1234 Washington Street Somerville Heights 000-000-0000 www.grandtable.com</p>

<p>Earthwise Garden Center Bring your garden back from the dead... \$5 Off Purchase of \$15 or More 1234 Washington Street Somerville Heights 000-000-0000 www.earthwise.com</p>	<p>Fashion Depot Save on your wardrobe! 25% Off Any Single Item 1234 Washington Street Somerville Heights 000-000-0000 www.fashiondepot.com</p>
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We're Full of HALLOWEEN TREATS

From thrilling local events and celebration ideas to bloody good coupon offers from your favorite shopping haunts, we're here to make it a Halloween you won't soon forget...

Call 000.000.0000 or go online to save 31% off home delivery through October 31!

Halloween Coverage From
The Somersville Press
In Print & Online at www.namenewspaper.com

Bring More Customers to Your Door

With Our Halloween Advertising Specials

No matter what your business, we have plenty of ways to dress up your advertising with special promotions and designs to catch the eye of new and returning customers - including a special Halloween coupon guide! To learn more or inquire about holiday rates, contact us today.

Advertising Sales 000.000.0000

Halloween Coverage From
The Somersville Press
In Print & Online at www.namenewspaper.com

BOOPON GUIDE

Companion WEB + MOBILE ADS available on MCC

HEADING: N1810P09001C*
AD# N1810A09001C PASS 8 COL x 21

AD# N1810A09004C PASS 2 COL x 5 AD# N1810A09003C PASS 2 COL x 5

Usage Note:

Halloween means big business for so many retailers, and now here is another way to include more of them. A **Halloween Ghost Story Writing Contest** will engage readers to share their writing. You get added spooky content for your online Halloween pages, which can also be the basis for a Halloween print section. Have readers vote on their favorites to establish winners, or have advertisers or staff journalists act as contest judges — it's up to you. Sell all your sponsors a combination print and web ad package to give them maximum exposure for this maximum opportunity.

\$100 CASH GRAND PRIZE
compliments of these generous contest sponsors

HALLOWEEN GHOST STORIES WRITING CONTEST

Got a terrific tale to tell? Send us your original ghost story for a chance to have your writing published in our special Halloween edition, plus a chance to win a spooktacular cash prize!

ENTER ONLINE
Submit your story online through October 00, 2016 at namenewspaper.com/ghoststoriescontest

To submit your story by mail, include your full name and phone number and send to:
The Somersville Press Contests
1234 Washington Street
Somersville Heights, XY 00000

Mailed entries must be postmarked by October 00 to be eligible to win. Mailed stories will not be returned.

Look for Our Favorite Stories Appearing in Our Halloween Edition Here & Online Wednesday, October 31!

Variety Store 1234 Washington St. Somersville Heights 000-000-0000 www.namenewspaper.com	Candy Store 1234 Washington St. Somersville Heights 000-000-0000 www.namenewspaper.com
Home Store 1234 Washington St. Somersville Heights 000-000-0000 www.namenewspaper.com	Grocery Store 1234 Washington St. Somersville Heights 000-000-0000 www.namenewspaper.com
Party Supply Store 1234 Washington St. Somersville Heights 000-000-0000 www.namenewspaper.com	Craft Supply Store 1234 Washington St. Somersville Heights 000-000-0000 www.namenewspaper.com
Community College 1234 Washington St. Somersville Heights 000-000-0000 www.namenewspaper.com	Bookstore 1234 Washington St. Somersville Heights 000-000-0000 www.namenewspaper.com
Restaurant & Bar 1234 Washington St. Somersville Heights 000-000-0000 www.namenewspaper.com	Costume Shop 1234 Washington St. Somersville Heights 000-000-0000 www.namenewspaper.com

N1810A10001C

Usage Note:

October is National Pizza Month. A **Pizza Lovers Recipe Contest** will entice readers and advertisers with their shared recipes for one of the most consumed food items in the country. Position your contest to include retail sponsors that supply all the ingredients for home cooking as well as restaurants that serve pizza in all its glorious variations.

Pizza Lovers Recipe Contest

Got a winning pizza topping combination you love to make at home? Send us your recipe for a chance to appear in our Food Section's Pizza Month feature on October 00, plus win tasty prizes from our contest sponsors.

Enter Your Recipe Online
Through Friday, October 00 at namenewspaper.com/contests

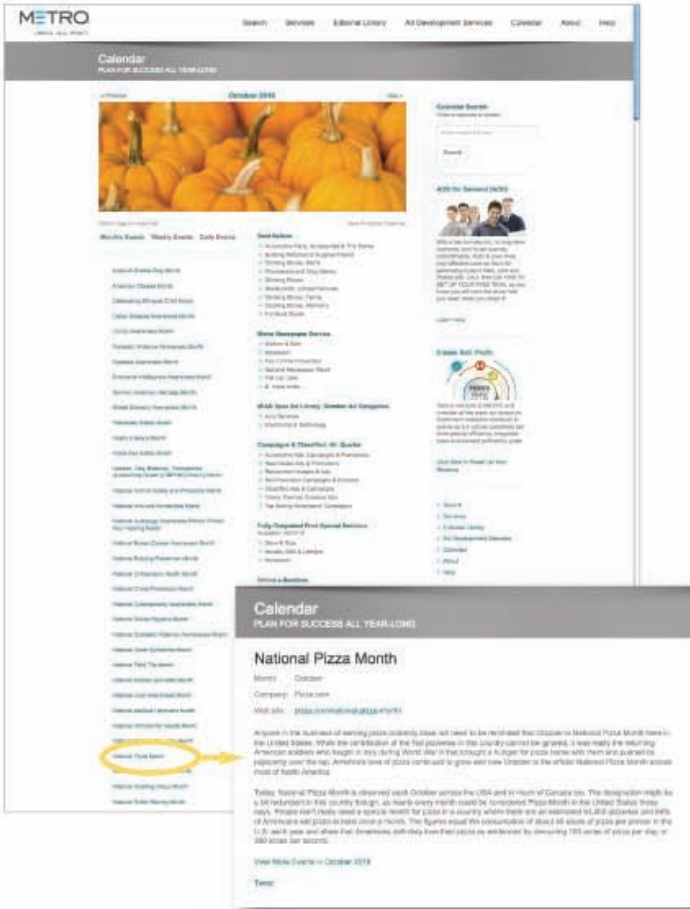
The **Top 10 Tastiest Creations** Will Appear in Our Food Section Thursday, October 00!

Great Prizes!

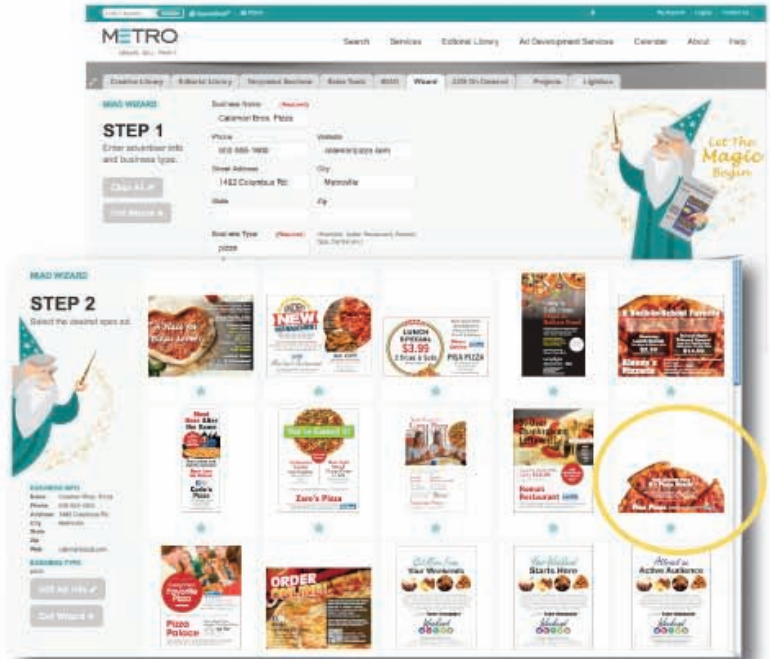
Free Large Pizza With Unlimited Toppings	\$25 Pizza Party Gift Card
Pizzeria 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com	Grocery Store 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com

Spices of the World Set	Recipe Book Collection
Spice Shop 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com	Bookstore 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com
Specialty Foods Gift Basket	Pizza Store & Slicing Set
Italian Deli 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com	Home Store 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com
Dinner for Two	\$25 Gift Card
Italian Restaurant 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com	Beverage Center 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com
Gourmet Cheese Gift Basket	One Free Cooking Class
Cheese Shop 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com	Cooking School 1234 Washington Street Somersville Heights 000-000-0000 www.namenewspaper.com

N1810A10002C



Get valuable ideas to expand your weekly or monthly prospect lists with the *Interactive Planning Calendar*. Choose an event and search for spec ads in *MiAD Wizard* to coordinate with the event.



Log into *MiAD Wizard* and input your advertiser's address info and advertiser category, then select an ad from the search results. Your data input is automatically entered into the chosen ad.



Download or e-mail a PDF for presentation and get a printable sheet that you can send to production with notes once the ad is sold.

Increase Ad Sales With the Interactive Planning Calendar and MiAD Wizard

You may already know that the *Interactive Planning Calendar* is filled with actionable info that can give you ideas for expanding revenue. But did you know that you can facilitate those ideas from concept to customer presentation with the help of *MiAD Wizard*?

Go to the Calendar

Access the *Interactive Planning Calendar* through any *MCC* page. Peruse the *Monthly*, *Weekly* or *Daily Events* to discover events for potential promotions to present. Use the events to expand coverage for existing advertisers or new prospects with ideas they may not be thinking about or even realize are available to them. For example, you'll see that October is National Pizza Month. What potential prospects come to mind with that topic? How about Calamati Bros. Pizza? Haven't you wanted to talk to them about expanding into display space as well as the stand-alone flyers you print for them? Here is your chance. Go to *MiAD Wizard* to personalize a spec ad coordinated with the event.

Visit the Wizard

Log into *MiAD Wizard* and enter your prospect's address info and advertiser category to perform a search. You can choose to search print, web and mobile or both types of spec ads. Any ad you choose from the search results, by selecting the *Star* icon below the ad thumbnail, will appear with the advertiser name and address info you entered

already placed into the ad itself. NOTE: Any ad can relate to an event by having production add the event name and dates into the copy or place a corresponding Metro event heading into the ad.

Personalized Specs

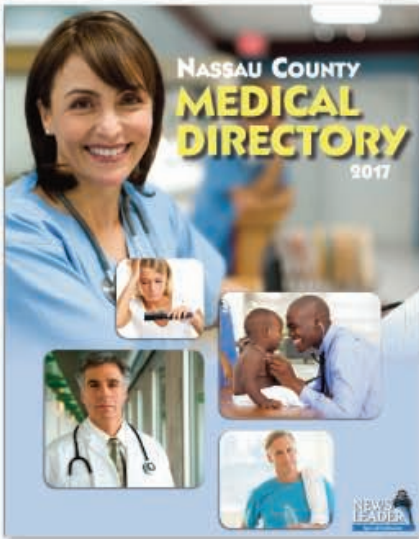
You now have a spec ad complete with your prospect's name and address info. It's so easy you can make more than one to present in person or by e-mail. Use them as a conversation starter for new prospects, or to connect with long-term advertisers to show them you are thinking about increasing business for them.

Present PDFs

Download a PDF to show on a tablet or laptop and to have a copy for yourself. Print it to present to your prospect in person, or click the *Email* button to send directly to a prospect to pave the way for your personal visit.

On to Production

Once the sale is made, you can forward your downloaded PDF to your production staff, relay any changes your customer requested, provide the event name and dates, or ask them to include an event heading. Production can get the original spec ad and event headings in *MCC Creative Library*. The original spec's file number is printed on the comments sheet. M



Multi-paper Publisher Utilizes Many Facets of Metro to Create, Sell and Profit.

News-Leader Fernandina Beach, Florida
Nassau County Record Callahan, Florida
Tribune & Georgian St. Marys, Georgia

Publisher's use of Metro runs the gamut to facilitate ad production, holiday greetings, digital editions and sales calls.

CREATE: The advertising and marketing departments across three regional publications have been utilizing Metro ad layouts, copy, illustrations and ideas for years to help produce quality, community-focused content for readers and advertisers in print and online.

SELL: Teams often use MiAD® Wizard to create spec ads and stimulate ideas, helping them connect with and close sales from local businesses. Print, web and mobile advertising packages are available to clients, and the publisher's specialty niche products - published in print and online - are particularly popular with advertisers

PROFIT: Seniors, health and medical are all large advertising sales categories for the publications. The community also boasts two five-star resorts, affording additional ad sales opportunities in the tourism market.

Added Plus: Metro's Holiday Advertising Service is a valuable generator of revenue for these publications, and they offer rate specials to existing clients for holiday and New Year greeting ads. To get your copy of the 2018 Metro Holiday Advertising Service - which includes three ready-to-sell holiday sections - call 800.223.1600 today.

"The spec ads provided by Metro are great idea and campaign creators."

- Foy Maloy, Regional Publisher & Sales Manager

News-Leader
511 Ash Street
Fernandina Beach, FL 32034
Regional Publisher Foy Maloy
904.261.3696
fmaloy@fbnewsleader.com

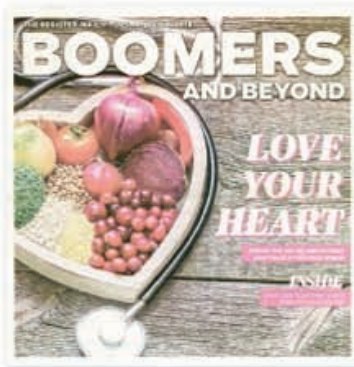
Metro Seen *Content in Action*

Take a look at some of the ways Metro images can introduce and complement your most popular special section topics!

From bridal ideas to agriculture, home improvement to severe weather preparedness, these publications found special section inspiration in the **Creative Library of MetroCreativeConnection.com**.



As Seen In
Times-Republican
Marshalltown, IA
MCC Image #N1707P22005C



As Seen In
The Register-Mail
Galesburg, IL
MCC Image #N1606P47003C



As Seen In
Orion Gazette
Orion, IL
MCC Image #N1105P34002C



As Seen In
The Democrat
Lewiston, IL
MCC Image #N0906P35001C



As Seen In
Hoopston Chronicle
Hoopston, IL
MCC Image #N1703P61010C



As Seen In
The Rochelle News-Leader
Rochelle, IL
MCC Image #N1609P32001C

Note: These examples show the use of eye-catching Metro photos and images by Metro clients to illustrate various editorial topics. You can search hundreds of ready-made cover designs by topic in the Creative Library of MCC by checking Spec Ads & Covers. For related editorial features, simply search the MCC Editorial Library! Remember, if your staff has any questions or needs some assistance in searches, they can always call Client Services at 1-800-223-1600. The call is free, but the help is priceless.

N1810P15007C-
N1810P14001C*-
N1810P55004C*-

Fall MARKETPLACE

Usage Note:

Sell this Marketplace layout for a variety of sponsors as part of a multiple-run campaign. 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. For your convenience, a tab-sized version of the page is available in the MCC Creative Library.



Amelle Heating & Cooling

\$89 Furnace Tune-Up Special
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Amelle Heating & Cooling

\$89 Furnace Tune-Up Special
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Amelle Heating & Cooling

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www.namewebsite.com

Amelle Heating & Cooling

\$89 Furnace Tune-Up Special
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Martini Lounge

Try Our New Autumn Martini Menu
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Martini Lounge

Try Our New Autumn Martini Menu
1234 Washington Street • Somersville Heights
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www.namewebsite.com

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000-000-0000
www.namewebsite.com

Martini Lounge

Try Our New Autumn Martini Menu
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Mira Department Store

20% Off Outerwear This Week Only
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Mira Department Store

20% Off Outerwear This Week Only
1234 Washington Street • Somersville Heights
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www.namewebsite.com

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www.namewebsite.com

Mira Department Store

20% Off Outerwear This Week Only
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

N1810P49005C-

Bobbing for Bargains

Stop in today to claim your mystery discount!

Fall Pick-a-Discount Days
15% to 40% Off Your Purchase

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

AD# N1810A14002C
PASS 2 COL. x 5

Fall In Love With Your New Look

\$79
Fall Cut & Color Special

Call today for your appointment! Select styles only. Single-process color. Offer ends 02.02.16.

Unisex salon | short & long cuts | sensitive color | nail care | waxing | tanning | skin care

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

Farm-to-Fork Fall Specials

Savor the flavors of fall with our seasonal and sustainable new menu additions featuring farm-raised meats and freshly pickled produce.

Lighthouse Grill

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

AD# N1810A14003C
PASS 2 COL. x 5
N1810P17008C-
AD# N1810A14004C
PASS 2 COL. x 5
N1810P46006C-

The General Store

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

Image Salon

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

Lighthouse Grill

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

AD# N1810A14005C
PASS 2 COL. x 5

Sweater Weather Sale

20% Off Entire Stock Sweaters This Week Only

Stock up for fall with irresistible prices and styles!

Looksee Consignment Boutique

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

Cheers to Fall

Autumn is here, and so are your favorite specialty beverages!

Now brewing for a limited time only...
Pumpkin Latte | Maple Latte | Creamed Mocha | Peppermint Latte
Enjoy them while you can, paired with a seasonal pastry like our apple cider donut, pumpkin muffin or maple crumb bar!

Cream & Sugar Cafe

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

Enjoy Fall & Leave the Mess to Us

For a free written estimate, call today!

fast & easy
Leaf Cleanup & Disposal
starting at \$49
includes up to 900 sq. ft.

Boyd's Landscaping

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

AD# N1810A14006C
PASS 2 COL. x 5
N1810P27005C-
AD# N1810A14007C
PASS 2 COL. x 5
N1810P27003C-

AD# N1810A14001C
AD# N1810A14008C

PASS 6 COL. x 21
10 x 13



N1810P15002C-●



N1810P15008C-●



N1810P15001C-●



N1810P15003C-●



N1810P15004C-●



N1810P15007C-●



N1810P15005C-●



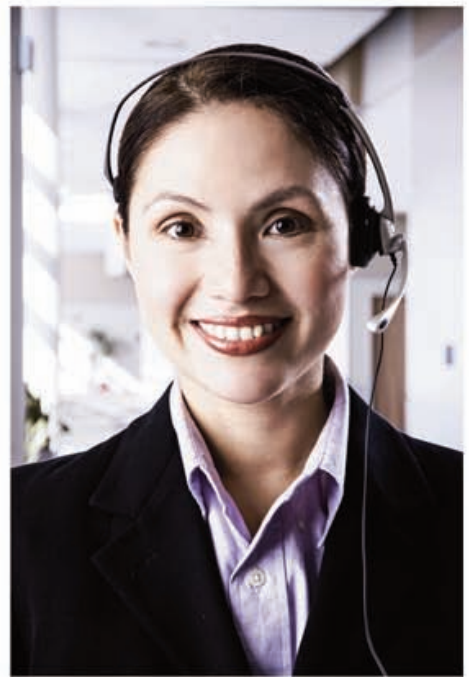
N1810P15006C-●



N1810P16002C-●



N1810P16001C-●



N1810P16007C-●



N1810P16008C-●



N1810P16006C-●



N1810P16005C-●



N1810P16004C-●



N1810P16003C-●



N1810P17007C-●



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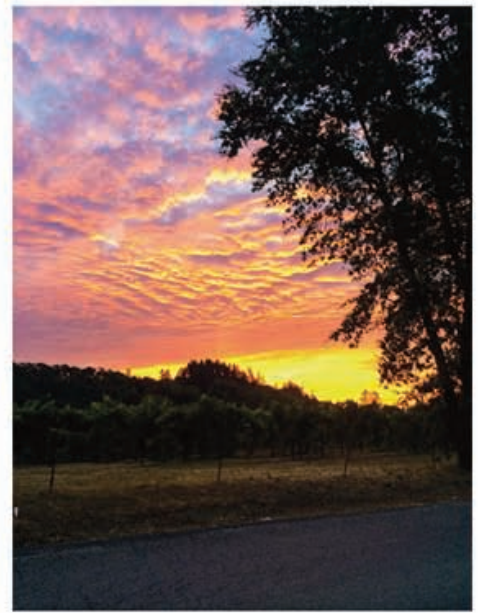
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N1810P20004C*
N1810P20002C*
N1810P20003C*

Celebrate Oktoberfest

Get your fill of food, fun and special offers right here!

Delicious Bratwurst,
Fresh from Our Deli!

Value Grocery

www.nsnweb site.com
1234 Washington Street
Somerville Heights
000-000-0000

10% Off All
German Beers
now through October 00, 2018

Martin's Liquors

www.nsnweb site.com
1234 Washington Street
Somerville Heights
000-000-0000

Authentic German Cuisine
Try our Oktoberfest specials!

**Hans' Haus
German Restaurant**

www.nsnweb site.com
1234 Washington Street
Somerville Heights
000-000-0000

Oktoberfest Specials
On Tap All Month
Happy hour 4-7 p.m. daily

The Craft Brew Bar

www.nsnweb site.com
1234 Washington Street
Somerville Heights
000-000-0000

Oktoberfest Party
Saturday, October 00 at 7pm

The Beer Garden

www.nsnweb site.com
1234 Washington Street
Somerville Heights
000-000-0000

BOGO 50% Off
Hot Pretzels
now through 00.00.18

Value Grocery

www.nsnweb site.com
1234 Washington Street
Somerville Heights
000-000-0000

Try our delicious
German desserts!
(bratwurst | sauer | pumpernickel | bread)

**Strudel House
German Bakery**

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1234 Washington Street
Somerville Heights
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Authentic Lederhosen
& Oktoberfest Costumes
for Sale or Rent

The Costume Shop

www.nsnweb site.com
1234 Washington Street
Somerville Heights
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Oktoberfest Sale
up to 40% Off
Going on now through October 00

**Abelard
Furniture & Home**

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1234 Washington Street
Somerville Heights
000-000-0000

Sample More
Than 15 Imported
German Beers!
Happy hour 4-7 p.m. daily

**Handlery's
Pub**

www.nsnweb site.com
1234 Washington Street
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Oktoberfest
Buffet Only
\$12.99
Sunday, October 00

**Corner Bar
& Grill**

www.nsnweb site.com
1234 Washington Street
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Homemade
Brats, Sauerkraut,
Dumplings, Salads
& More

**Krauss
German Deli**

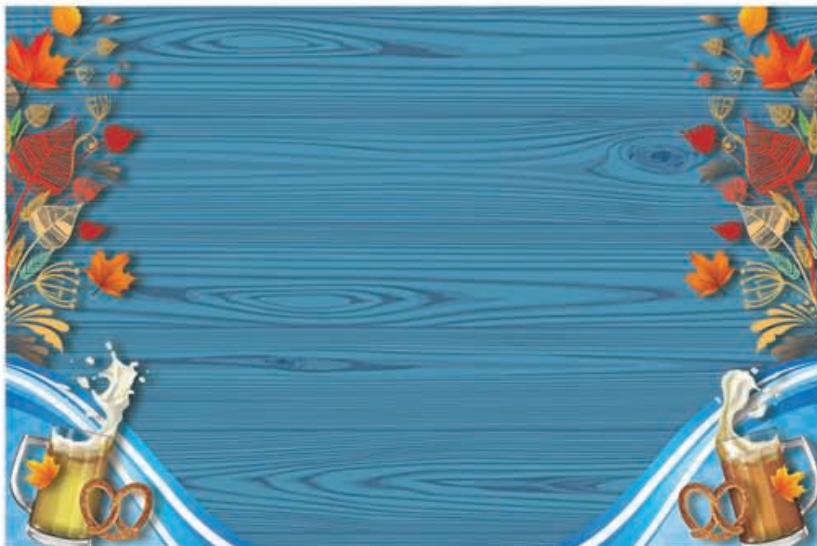
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1234 Washington Street
Somerville Heights
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Try Our
German Bratwurst
Pizza Special
for \$14.99!

**Benny's
Pizzeria**

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1234 Washington Street
Somerville Heights
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AD# N1810A20001C 19.334 x 13



N1810P20001C

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)

The Best of Oktoberfest A Taste of Germany

N1810P20005C

N1810P20006C



N1810P21004C-●



N1810P21005C-●



N1810P21001C-●



N1810P21003C-●



N1810P21006C-●



N1810P21002C-●



N1810P21007C-●



N1810P21008C-●



N1810P22005C-●



N1810P22001C-●



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N1810P23016C*-O



N1810P23007C*-O



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N1810P23004C*-O



N1810P23002C*-O



N1810P23017C*-O



N1810P23018C*-O



N1810P23006C*-O



N1810P23015C*-O



N1810P23025C*-O



N1810P23027C*-O



N1810P24008C-●



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N1810P24012C*-○

7 in 10 Americans plan to celebrate Halloween



35 Million Pounds of candy corn are produced each year



90 Million pounds of chocolate are sold during Halloween week



\$9.1 Billion Total Halloween spending in 2017



spellbinding
Halloween History
& Fun Facts

Get the "bone-a-fide" scoop on the year's most frightfully delightful holiday!



Samhain

This ancient Celtic harvest festival honoring the dead is widely believed to be the event from which Halloween originated. The Celts started their new year on November 1. The evening before the new year was known as Samhain, marking the end of the harvest season and beginning of winter. It was believed the spirits of the dead returned to earth on this night, and offerings were made to appease these spirits and solicit their protection through the long and difficult winter months.



Guising

This European practice, also known as mummery, is believed to have evolved into today's trick-or-treating tradition. People costumed to represent the souls of the dead would go door to door reciting poems or songs in exchange for offerings on behalf of the spirits.



Superhero
Most popular costume for kids in 2017



Witch
Most popular costume for adults in 2017



Pumpkin
Most popular costume for pets in 2017



Jack-o'-lanterns

The name for this custom comes from an Irish folktale about Stingy Jack, an evil spirit who was forced to roam the earth for eternity with just a piece of burning coal to light his way. He carried the coal in a carved-out turnip. To ward off Stingy Jack and other evil spirits, people made their own versions of his lantern using turnips or potatoes – and eventually pumpkins – carved with frightening faces, placing them near windows or doors.

Sources: National Retail Federation The 2017 Halloween Shopper Survey, Nielsen Newsweek Report 2009, National Confectioners Association



Save on All Your Favorite Goodies for Halloween

31% Off Costumes, Candy, Decor & More

Now through "Spooky Season" Offer good on all brand's Halloween merchandise October 00/00, 2018. See details, terms and conditions here.



Variety Market

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

AD# N1810A25003C
PASS 6 COL. x 3

N1810P22001C

AD# N1810A25001C

PASS 6 COL. x 21

AD# N1810A25002C

10 x 13

AD# N1810A25004C

PASS 6 COL. x 21

AD# N1810A25005C

10 x 13

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N1810P27005C-●



N1810P27001C-●



N1810P27003C-●



N1810P27007C-●

N1810P28001C-O

Enter If You Dare...

Asylum Manor
The Ultimate Haunted House Experience

October 1 - November 1
Open Nightly 7 p.m. - 11:30 p.m.
Tickets Available Online Now

It's a real scream.
Six Nightmarish Rooms
Outdoor Corn Maze
Haunted Hayride
Not suitable for children under 10.

Visit us online for a preview, and purchase your ticket package in advance for express entry.

Asylum Manor
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

AD# N1810A28001C 8.5 x 11

N1810P50004C-O

GOURMET PIZZA

Fresh. Fast. Delicious. Delivered to Your Door.

Who Says You Can't Please Everyone?
Thick, thin, sesame or gluten-free crust
Over a dozen fresh veggie & meat toppings
Specialty, low-fat & vegan pizza | Fresh salads
Pasta & dinner entrees | Hot & cold subs

\$2 Off
Any Specialty Pizza
Excludes regular pizzas. Expires October 31, 2018. Coupon offers need to be combined. See details, terms and restrictions here.

Villa Pizza
1234 Washington Street
000-000-0000 | namewebsite.com

Free 2-Liter of Soda
With Purchase of Any Large Pizza
Excludes regular pizzas. Expires October 31, 2018. Coupon offers need to be combined. See details, terms and restrictions here.

Villa Pizza
1234 Washington Street
000-000-0000 | namewebsite.com

Buy One, Get One 50% Off Any Hot or Cold Sub
Excludes regular pizzas. Expires October 31, 2018. Coupon offers need to be combined. See details, terms and restrictions here.

Villa Pizza
1234 Washington Street
000-000-0000 | namewebsite.com

Free Garlic Knots
With Purchase of \$15 or More
Excludes regular pizzas. Expires October 31, 2018. Coupon offers need to be combined. See details, terms and restrictions here.

Villa Pizza
1234 Washington Street
000-000-0000 | namewebsite.com

Open 11 a.m. - 11 p.m. | Closed Mondays

Villa Pizza 1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

AD# N1810A28002C 8.5 x 11

N1810P31008C-O

N1810P69008C-O
N1810P59006C-O

Kitchen & Bath Showroom CLEARANCE EVENT

Make spa-style relaxation and chef-style entertaining everyday luxuries at home with savings on premium fixtures and furnishings for your bathroom and kitchen.

up to 40% Off Storewide
vanities | sinks | cabinets | countertops | fixtures | lighting | islands | appliances | showers | enclosures | heating elements | ventilation systems | toilets | tiles & so much more

Free In-Store Design Consultations
Delivery & Full-Service Installation Available

Pellman Kitchen & Bath Showroom

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AD# N1810A28003C 8.5 x 11

N1810P59001C-O

N1810P59005C-O

N1810P59007C-O

Protect Your Home Against Break-Ins & Fire

Customized Wireless Home Security Systems
We sell and install all the elements to keep your home and loved ones safe and secure.

- Heat & Smoke Detection | Carbon Monoxide Detection | Motion Detecting Systems | Door & Window Sensors | Wireless Camera Surveillance | Free Easy-to-Use Digital App | Complete Smart Home Automation | 24/7 Professional Monitoring | Lifetime Equipment Warranty

Free Home Security Evaluation & Consultation

\$99 Installation Special
Getting On Now | Call Today!
Offer ends October 31, 2018.

Our Systems May Qualify You for a Discount on Your Homeowner's Insurance.
Contact your insurance provider for details and updates.

Billings Security Systems

1234 Washington Street
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www.namewebsite.com

AD# N1810A28004C 8.5 x 11

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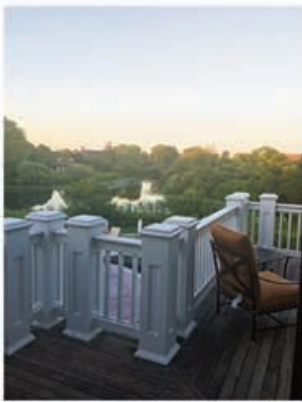
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N1810P31008C-●



N1810P31003C-●

N1810P31007C
N1810P60026C

Pizza & Pour

Enjoy delicious oven-fresh pizza and your favorite brews on tap.

Happy Hour
4-7 p.m. Daily
20% Off All Pizza
\$6 Domestic Pitchers

Try Out of the Day or Drink Class
Fresh Avocado
\$12
Vegan chef

Pizza Pub
1234 Washington Street | Somersville Heights
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Dine-&-Drink Guide

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Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser
Advertiser	Advertiser

AD# N1810A32002C
PASS 3 COL. x 10

AD# N1810A32001C
PASS 3 COL. x 10

N1810P42006C

The Breast Health Specialists

We offer a full range of breast health services combining today's most advanced technology experienced and compassionate caregivers to the highest level of care and support to every patient. Services include: mammography | biopsy | ultrasound | clinical trials | genetic testing | cancer therapies.

Proud to Think Pink

To schedule your next breast exam or follow-up care appointment, please call us today.

Breast Health Center at Core Medical Center
1234 Washington Street • Somersville Heights
000-000-0000 • www.namewebsite.com

Advertiser	Advertiser
Advertiser	Advertiser
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AD# N1810A32004C
PASS 3 COL. x 10

Please Note:
See these additional Quick-Sell opportunities created alongside timely 3-column ads to expand your coverage of these subjects in order to accommodate a wide range of price points. That means you can create, sell and profit from a 3-column ad sold to a single advertiser, and a second 3-column directory-style ad to multiple advertisers. More exposure for them equals more revenue for your publication.

N1810P21001C

99¢ Specials
Party Favors, Decorations & Candy

BOGO 50% Off
Bagged Candy Snacks

THEY'RE BA-A-ACK.

HALLOWEEN SURVIVAL GUIDE

ADVERTISER	ADVERTISER
ADVERTISER	ADVERTISER
ADVERTISER	ADVERTISER
ADVERTISER	ADVERTISER
ADVERTISER	ADVERTISER
ADVERTISER	ADVERTISER

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

AD# N1810A32005C
PASS 3 COL. x 10

AD# N1810A32006C
PASS 3 COL. x 10

N1810P21001C

Hayrides & Happy Time

Family fun is in season

Hayrides • Farm Corn Maze • W Apple Cider • 10 Pies & Donuts • Puppet Shows

Fall Farm & Pumpkin Patch Guide

Farm/U-pick Market	Farm/U-pick Market
Farm/U-pick Market	Farm/U-pick Market
Farm/U-pick Market	Farm/U-pick Market
Farm/U-pick Market	Farm/U-pick Market
Farm/U-pick Market	Farm/U-pick Market
Farm/U-pick Market	Farm/U-pick Market

Jonagold Apples \$5/bushel
U-Pick Pumpkins 19¢/lb.
M Pumpkins & C 3 for \$10

Visit us online or connect with us on social media for our Autumn Events schedule!

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

AD# N1810A32007C
PASS 3 COL. x 10

AD# N1810A32008C
PASS 3 COL. x 10



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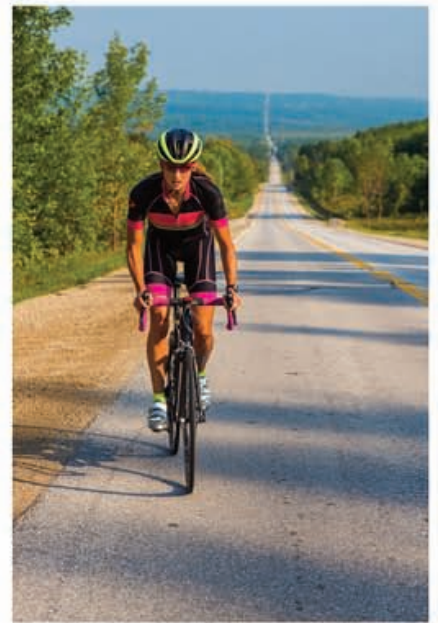
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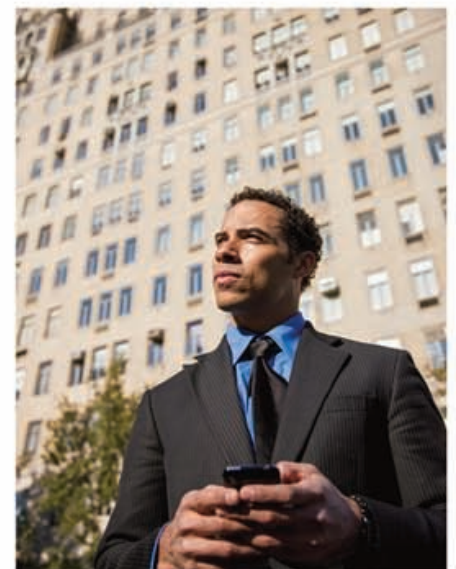
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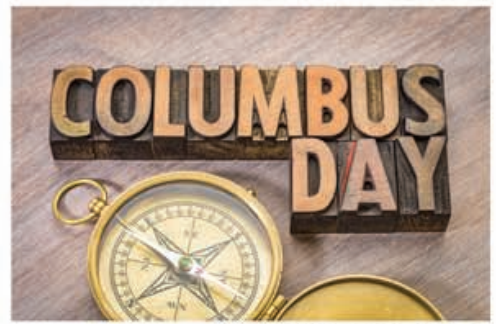
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N1810P41017K-●



N1810P41006K-●



N1810P41021A-●

Please Note:
See additional October
Retro images not
pictured here, and the
entire Retro collection
representing decades of
imagery, in the MCC
Creative Library.



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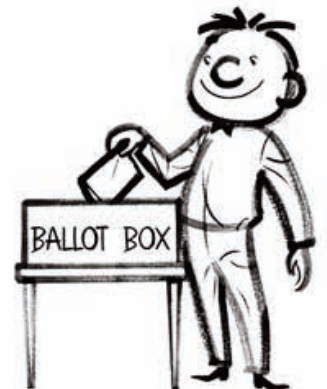
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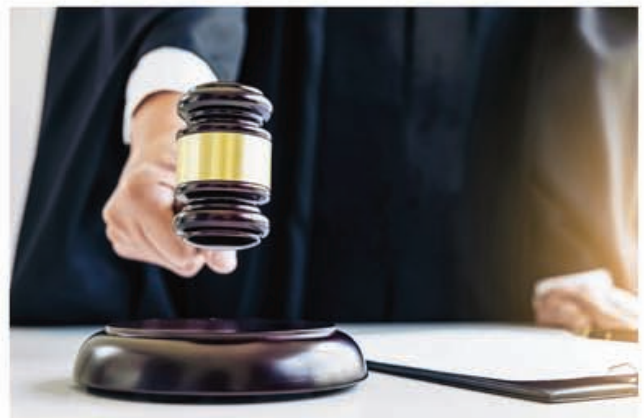
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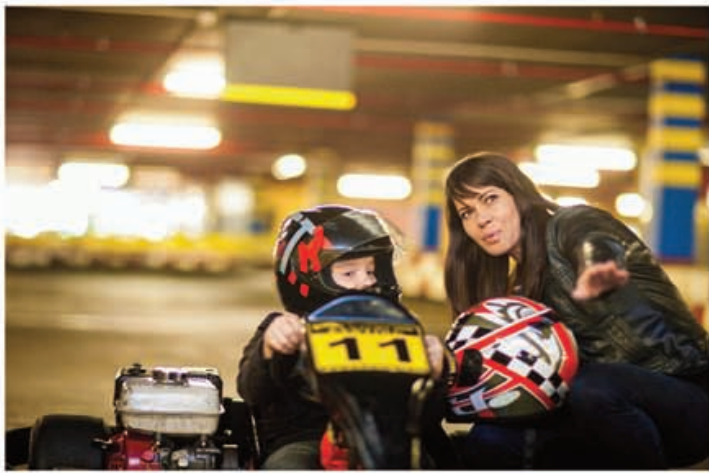
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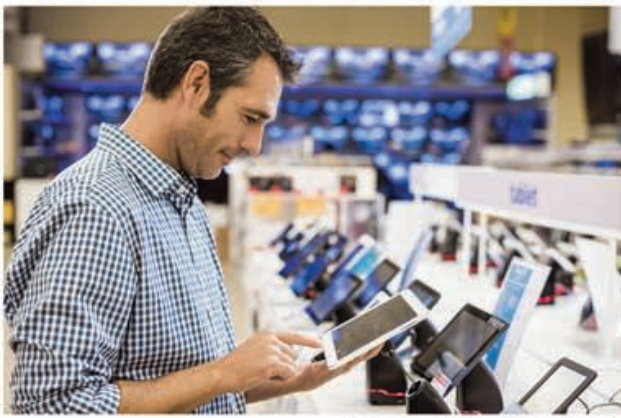
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N1810P48005C-●



N1810P48002C-●



N1810P49008C-●



N1810P49002C-●



N1810P49007C-●



N1810P49006C-●



N1810P49005C-●



N1810P49001C-●



N1810P49004C-●



N1810P49003C-●

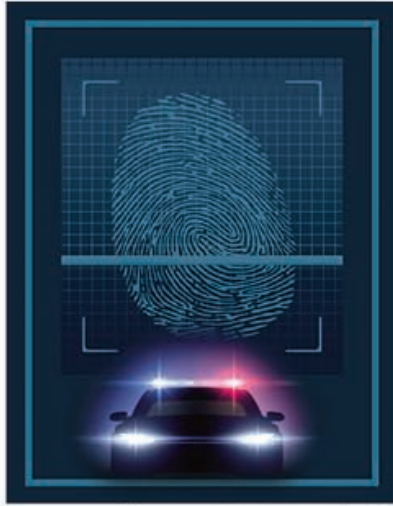
Usage Notes:

Use these backgrounds to help promote services and merchandise for fall sales, home improvement, Columbus Day, Halloween, Oktoberfest, National Crime and Fire Prevention, National Pizza Month 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)



N1810P50001C-●



N1810P50002C-●



N1810P50003C-●



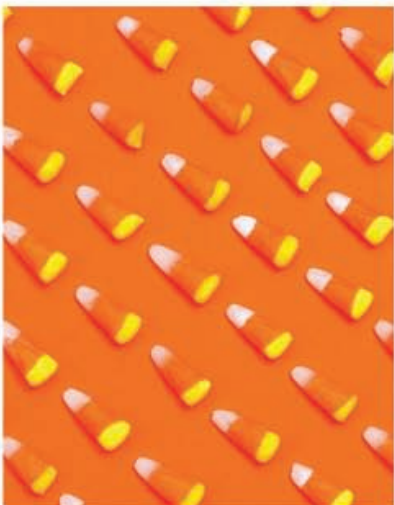
N1810P50004C-●



N1810P50005C-●



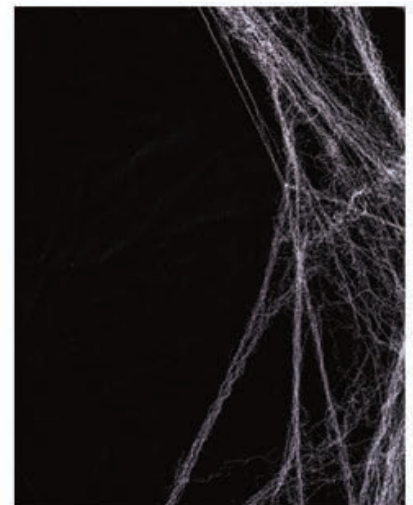
N1810P50006C-●



N1810P50007C-●



N1810P50008C-●



N1810P50009C-●

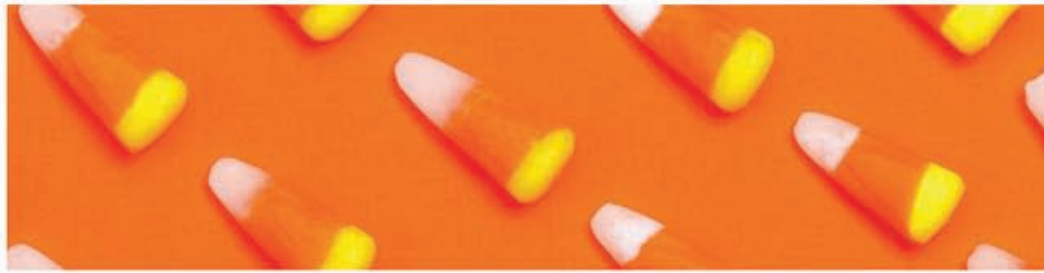
N1810P51001C-



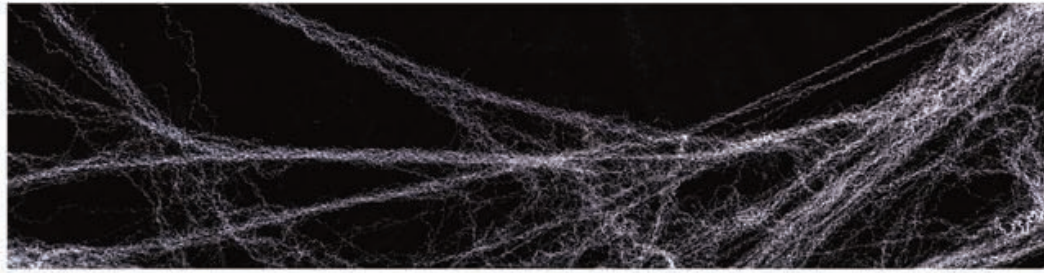
**Usage
Suggestions:**

Use these banner-style photos as backgrounds or page headers for all types of ads and pages in print and online for fall-related sales and events, as well as Halloween and flooring advertisers ... and more.

N1810P51002C-



N1810P51003C-



N1810P51004C-



N1810P51005C-



N1810P51006C-



Careers in Criminal Justice

N1810P52022C*-O
 (BACKGROUND ONLY-METROBIZ)
 N1810P52004C*-O
 N1810P52013C*-O
 (SPANISH VERSION)



PASS 2 COL. x 5.25

Fall Blowout

N1810P52023C*-O
 (BACKGROUND ONLY-METROBIZ)
 N1810P52005C*-O
 N1810P52014C*-O
 (SPANISH VERSION)



PASS 2 COL. x 5.25

Fall Beauty

N1810P52019C*-O
 (BACKGROUND ONLY)
 N1810P52001C*-O
 N1810P52010C*-O
 (SPANISH VERSION)



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

PREVENT & PROTECT

N1810P52024C*-O
 (BACKGROUND ONLY-METROBIZ)
 N1810P52006C*-O
 N1810P52015C*-O
 (SPANISH VERSION)



PASS 2 COL. x 5.25

HALLOWEEN SALE

N1810P52025C*-O
 (BACKGROUND ONLY-METROBIZ)
 N1810P52007C*-O
 N1810P52016C*-O
 (SPANISH VERSION)



PASS 2 COL. x 5.25

WICKED FUN

N1810P52020C*-O
 (BACKGROUND ONLY)
 N1810P52002C*-O
 N1810P52011C*-O
 (SPANISH VERSION)



PASS 1 COL. x 5.25

Join Us for Oktoberfest!

N1810P52026*-O
 (BACKGROUND ONLY-METROBIZ)
 N1810P52008*-O
 N1810P52017*-O
 (SPANISH VERSION)



PASS 2 COL. x 5.25

Best Pizza In Town!

N1810P52027*-O
 (BACKGROUND ONLY-METROBIZ)
 N1810P52009*-O
 N1810P52018*-O
 (SPANISH VERSION)



PASS 2 COL. x 5.25

LET'S PARTY!

N1810P52021C*-O
 (BACKGROUND ONLY)
 N1810P52003C*-O
 N1810P52012C*-O
 (SPANISH VERSION)



PASS 1 COL. x 5.25



MCC KEYWORD HINT: Cosmetic Surgery Center
N1810P53007C-●



MCC KEYWORD HINT: Winery
N1810P53008C-●



MCC KEYWORD HINT: Dentist
N1810P53009C-●



MCC KEYWORD HINT: Pumkin Farm
N1810P53010C-●



MCC KEYWORD HINT: Cell Phone Store
N1810P53011C-●



MCC KEYWORD HINT: Bakery
N1810P53012C-●

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.



N1810P53001C*-○



N1810P53002C*-○



N1810P53003C*-○



N1810P53004C*-○



N1810P53005C*-○



N1810P53006C*-○



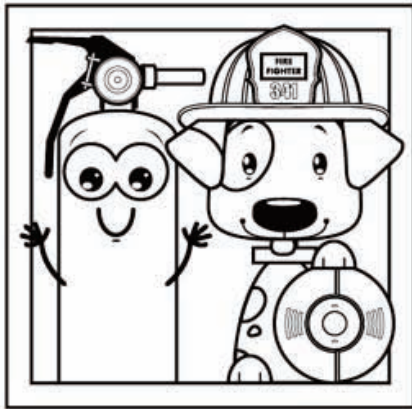
N1810P54001A*-○



N1810P54002A*-○



N1810P54003A*-○



N1810P54004A*-○



N1810P54005A*-○



N1810P54006A*-○



N1810P54008C*-○



N1810P54007C*-○



N1810P54014C*-○



N1810P54016C*-○



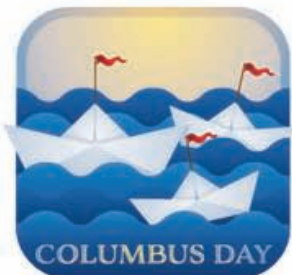
N1810P54011C*-○



N1810P54009C*-○



N1810P54015C*-○



N1810P54012C*-○



N1810P54010C*-○



N1810P54013C*-○



N1810P55006C*-O



N1810P55001C*-O



N1810P55004C*-O



N1810P55005C*-O



N1810P55007C*-O



N1810P55008C*-O



N1810P55009C*-O



N1810P55003C*-O



N1810P55002C*-O



N1810P57018C*-○



N1810P57022C*-○



N1810P57027C*-○



N1810P57031C*-○

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



N1810P57001C*-○



N1810P57006C*-○



N1810P57010C*-○



N1810P57014C*-○



MCC KEYWORDS: **ICON SET, HALLOWEEN**
N1810S57036C*-○



N1810P58001C-●



N1810P58002C-●



N1810P58005C-●



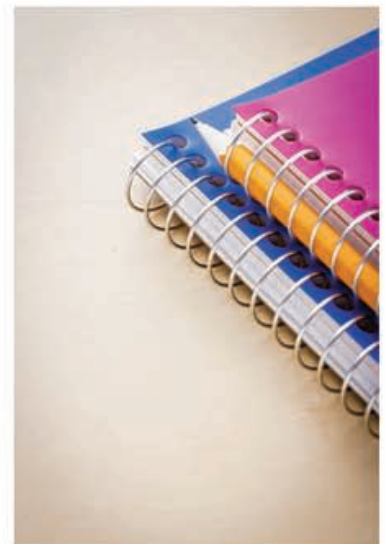
N1810P58007C-●



N1810P58004C-●



N1810P58008C-●



N1810P58006C-●



N1810P58003C-●



N1810P59007C-●



N1810P59002C-●



N1810P59006C-●



N1810P59003C-●



N1810P59004C-●



N1810P59008C-●



N1810P59005C-●



N1810P59001C-●



N1810P60017C-●
SEAFOOD MIX



N1810P60009C-●
LEMON RASPBERRY BARS



N1810P60036C-●
CHOCOLATE CHIP COOKIES



N1810P60002C-●
BOWL OF OATMEAL



N1810P60035C-●
POPCORN



N1810P60026C-◇
GLASS OF BEER



N1810P60030C-◇
BOWL OF SALAD



N1810P60007C-●
CUPCAKE



N1810P60015C-●
CORN ON THE COBB



N1810P60029C-◇
BOWL OF SALAD



N1810P60027C-◇
BOTTLE OF BEER



N1810P60039C-●
CANDY APPLES



N1810P60013C-●
RED SNAPPER



N1810P60022C-◇
SAUTÉED GREENS



N1810P60006C-●
CUP OF CHILI



N1810P60008C-●
CINNAMON ROLLS

Please Note:
See additional October
Food images not
pictured here, and the
entire Food collection
representing decades of
imagery, in the MCC
Creative Library.



N1810P60021C-◇
LEMON RASPBERRY BARS



N1810P60012C-●
SALMON FILLET

N1810P61002C*-O

Treat Yourself to Grocery Savings!

Super Halloween Values

Red Delicious Apples

79¢ lb.

Name Brand Bagged Halloween Candy
Buy 1, Get One 50% Off
00-00 oz. varieties

Easy Eats for Trick-or-Treat Night

Name Brand Frozen Pizzas

\$2.99
00-00 oz. varieties

Name Brand Chicken Fingers

\$4.99
00 oz. package

Name Brand Macaroni & Cheese

\$1.99
00 oz. varieties

Name Brand Frozen Veggies

2 for \$5
00-00 oz. varieties

Halloween Party Essentials

Name Brand Snack Chips

2 for \$3

00-00 oz. varieties

Name Brand Bloody Mary Mix

\$1.99

00 oz.

Name Brand Frozen Appetizers

\$4.99

00 oz. variety pack

Halloween Cookies 24-Pack

\$2.99

from our bakery

Name Brand Snack Dips

\$3.99

00-00 oz. varieties

Name Brand 2-Liter Soda

99¢

assorted flavors

Halloween Cupcakes 12-Pack Minis

\$4.99

from our bakery

Party-Size Deli Platters

\$12.99

& up, assorted varieties

ValueSmart Grocery

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

Advertisement offers good October 00-00, 2018. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

N1810P61001C-●

AD# N1810A61001C

PASS 6 COL. x 21

AD# N1810A61002C

10 x 13



N1810P62001C-●



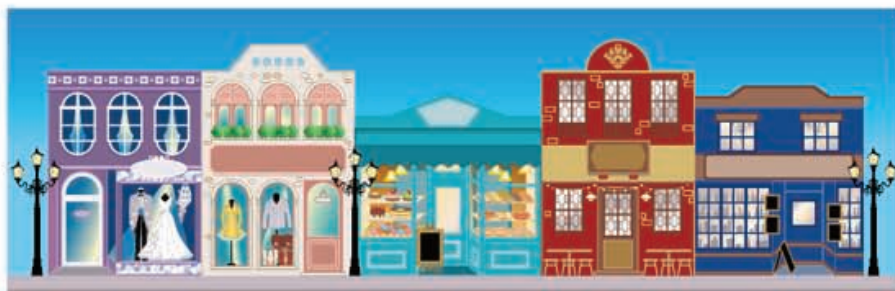
N1810P62002C-●



N1810P62004C-●



N1810P62003C-●



N1810P62005C*-○



N1810P62010C*-○



N1810P62007C*-○
N1810P62008C*-○



N1810P62011C*-○



N1810P62012C*-○



N1810P62009C*-○



N1810P62006C*-○

MCC KEYWORD HINT: week2

This is your illustration and copy for October 11, 2018.

Trust in the Lord

"Trust in the Lord with all your heart and lean not on your own understanding; in all your ways submit to him, and he will make your paths straight."
-Proverbs 3:5-6



Several secular humanists seem everyone to be happy and celebratory and assume that science and technology will go a long way toward solving problems such as disease and poverty. It also assumes that people are basically good. But a realistic appraisal of the world's problems, at least from a historical perspective, suggests otherwise. People are prone to doing horrible things, and often use science and technology to advance evil, or simply for profit, even at the expense of the environment and the world's most vulnerable people. Scientific and technological advances often bring with them new, unforeseen problems. Can the human race save itself by its own efforts? Or is redemption possible only through divine intervention? The biblical story of the flood is perhaps relevant here. We can only imagine God shaking his head and asking if going forward the

freedom to do as they wish was ever a good idea, but intervening nonetheless. The arc of history may bend toward justice, but while it is bending, there is a lot of evil and suffering. Perhaps the moral of the human story is that we can rely on our own understanding, or our goodness, because both are deficient in solving the myriad problems plaguing us. - Christopher Simon

AD# N1810A63002C PASS 2 COL. x 5.25

N1810P63008C*
N1810P63004C*
N1810P63006C*
N1810P63002C*

MCC KEYWORD HINT: week3

This is your illustration and copy for October 18, 2018.

Squandering Our Resources

"Think as to number our days, that we may give a heart of wisdom."
-Psalm 90:12



When we understand the value of money, we try not to waste or squander it. In the same way, our time, our energy, and our inner resources have value and are often squandered. From a "young person," you probably have more energy and passion than you do in the early part of the day and therefore it's been to get your difficult tasks done early. It is also worth noting that certain thoughts or moods can drain us of our mental and spiritual resources. Racing thoughts and good moods tend to make us more productive and tend to spread positivity to those around us, whereas negative, pessimistic thoughts and bad moods tend to do the opposite. One way to improve our lives that costs nothing is to simply be more positive. Don't dwell on negative events or the things that aren't working, but rather try to find simple solutions. It may also help

to limit the distractions in our lives. Text messages, emails and other electronic distractions often squander our inner resources because they call us away from more positive activities to focus on ourselves. Our attention is one of the most valuable resources we have, and it can be squandered simply by letting modern technology distract where our attention goes. Pay attention to your inner, spiritual resources, and consider whether you might be a better steward of God's greatest gift your soul. - Christopher Simon

AD# N1810A63003C PASS 2 COL. x 5.25



N1810P63011C*
N1810P63010C*

N1810P63005C*
N1810P63001C*

MCC KEYWORD HINT: week1

This is your illustration and copy for October 4, 2018.

Seeking Refuge

"When a fugitive seeks among you in your land, do not betray them. The fugitive seeking among you must be treated as your neighbor. Love them as yourself, for you were fugitives in Egypt. I am the Lord your God."
-Leviticus 19:33-34



According to the United Nations High Commissioner for Refugees, there were more than 22 million refugees in 2016, the highest number on record. 2017 may turn out to be even worse according to the Internal Displacement Monitoring Center, some 12 million people fled from violence and almost 19 million were displaced by catastrophic weather events or natural disasters in 2017 but managed to stay in their own countries. How should decent people respond to these unfortunate people seeking refuge? As individuals, there are limits to what we can do, but shouldn't a civilized society try to help them? As a large and wealthy country, we can and probably should do more to help the relatively small number of refugees at our borders, whereas the huge number of refugees coming from the Middle East and from Africa present an

overwhelming problem in Europe. Despite what politicians and commentators may say about the issue, the Bible is clear on this issue. There are numerous passages that tell us to care for and show kindness to the refugee or stranger: Leviticus 19:33-34 and 19:33-34, Deuteronomy 10:18-19, Ecclesi 2:3-9 and Malachi 3:5 are just a few of many verses that tell us to help the stranger and the poor and not to oppress them, reminding us that we were all once strangers ourselves. - Christopher Simon

AD# N1810A63001C PASS 2 COL. x 5.25

MCC KEYWORD HINT: week4

This is your illustration and copy for October 25, 2018.

To Everything There Is a Season

"There is a time for everything and a season for every activity under the heavens: a time to be born and a time to die, a time to plant and a time to uproot, a time to kill and a time to heal, a time to weep and a time to laugh, a time to mourn and a time to dance."
-Ecclesiastes 3:1-8



Just as the ticks and toffles, so we do our work. The cycle of our work can sometimes follow the ticks of the sun, rising in the morning and setting at night, or it can even follow the seasons, waiting in the dust until the Spring, and waiting as the days grow short in the Fall and Winter. Nature has a clock, and even happiness and sadness seem to fit into nature's cycle. When we realize this, it gives us hope that our sadness will pass. One of the problems with bad

news is that they narrow our view, not allowing us to see beyond the current state we are in. But even their disagreeable state you are in will change, as surely it will. Sometimes all it takes to turn things around is a good meal with friends or family or a good night's sleep. And it's always a good idea to turn our problems over to God. The silence of prayer is available anytime and anywhere. - Christopher Simon

AD# N1810A63004C PASS 2 COL. x 5.25

N1810P63007C*
N1810P63003C*

Fall RETREAT

N1810P63013C*
N1810P63014C*



Marriage Ministry

N1810P63014C*



N1810P63010C*



N1810P63012C*

NAME SPONSOR

NAME SPONSOR

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NAME SPONSOR

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N1810P63009C*



AD# N1810A63005C PASS 6 COL. x 7





N1810P64012C*-O
(Escape Room)



N1810P64013C*-O
(Lion Mascot)



N1810P64017C*-O
(Tiger Mascot)



N1810P64014C*-O
(Tiger Mascot)



N1810P64016C*-O
(Tiger Mascot)



N1810P64015C*-O
(Lion Mascot)



N1810P64009C*-O
(Dream Catcher)



N1810P64010C*-O
(Camouflage Border)



N1810P64011C*-O
(Camouflage Border)



N1810P64018C*-O
(Old Style Telephone)



N1810P64001C*-O
(Bow)



N1810P64003C*-O
(Headdress)



N1810P64002C*-O
(Pottery)



N1810P64004C*-O
(Arrows)



N1810P64008C*-O
(Peace Pipe)



N1810P64007C*-O
(Tomahawk)



N1810P64005C*-O
(Canoe)



N1810P64006C*-O
(Teepee)



(HAPPY HALLOWEEN!)
N1809P65010C*~O



(CELEBRATE HALLOWEEN SAFELY)
N1809P65009C*~O



(HAUNTED HOUSE)
N1809P65007C*~O



(HAUNTED HAPPENINGS)
N1809P65008C*~O



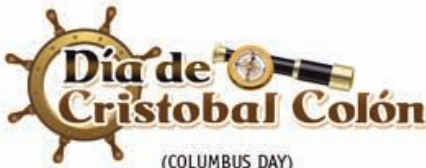
(OCTOBER EVENTS)
N1809P65006C*~O



(CRIME PREVENTION)
N1809P65002C*~O



(CAR CARE)
N1809P65003C*~O



(COLUMBUS DAY)
N1809P65004C*~O



(HAPPY HISPANIC HERITAGE DAY)
N1809P65005C*~O



(FIRE PREVENTION)
N1809P65001C*~O

Use special event headings to launch or expand promotional opportunities for your advertisers. Use them in ads as a springboard to larger promotions, sections or full-page developments.
(MCC Creative Library / Keyword: Event / Image Type: heading).



N1809P65028C*~O
N1809P65029C*~O



N1809P65033C*~O



N1809P65017C*~O
N1809P65018C*~O



N1809P65034C*~O
N1809P65035C*~O



N1809P65014C*~O



N1809P65037C*~O



N1809P65036C*~O



N1809P65030C*~O
N1809P65031C*~O



N1809P65011C*~O



N1809P65025C*~O



N1809P65026C*~O



N1809P65032C*~O



N1809P65019C*~O



N1809P65013C*~O



N1809P65023C*~O
N1809P65024C*~O



N1809P65015C*~O
N1809P65016C*~O



N1809P65040C*~O



N1809P65021C*~O
N1809P65022C*~O



N1809P65027C*~O



N1809P65020C*~O



N1809P65012C*~O



N1809P65038C*~O
N1809P65039C*~O



N1810P66007C-●



N1810P66001C-●



N1810P66008C-●



N1810P66002C-●



N1810P66003C-●



N1810P66006C-●



N1810P66004C-●



N1810P66010C-●



N1810P66009C-●



N1810P66005C-●



N1810P67013C*-O



N1810P67009C*-O



N1810P67014C*-O



N1810P67015C*-O



N1810P67012C*-O



N1810P6706C*-O
 N1810P67007C*-O



N1810P67018C*-O
 N1810P67019C*-O



HELLO FALL!

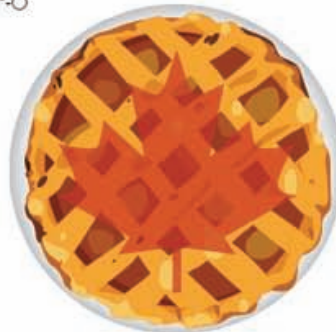
N1810P67010C*-O



N1810P67017C*-O



N1810P67016C*-O



N1810P67008C*-O



N1810P67011C*-O

BUY CANADIAN

N1810P67005C*-O

C'est l'automne, on rénove!

(IT'S FALL - TIME TO RENOVATE!)
 N1810P67002C*-O

Honorons nos femmes d'affaires

(HONOURING OUR BUSINESSWOMEN)
 N1810P67001C*-O

Joyeuse Halloween!

(HAPPY HALLOWEEN!)
 N1810P67003C*-O

Confort et chaleur pour votre intérieur

(HEATING SOLUTIONS FOR A COZY INTERIOR)
 N1810P67004C*-O

Bonus images available in the MCC Creative Library:



N1810P68005C-●



N1810P68006C-●



N1810P68004C-●



N1810P68002C-●



N1810P68003C-●



N1810P68001C-●

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 Templated Special Sections packages in the MCC Editorial Library. If you like what you see, call 800-223-1600 or email 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

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:



N1810P69001C-●



N1810P69006C-●



N1810P69002C-●



N1810P69005C-●



N1810P69003C-●



N1810P69004C-●



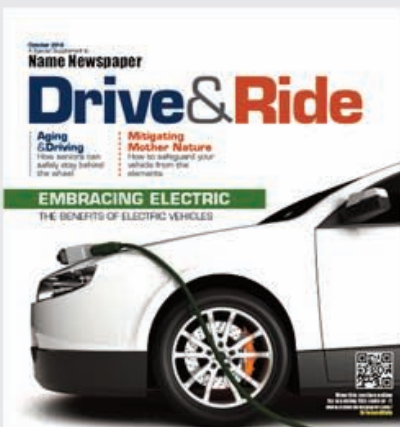
N1810P69007C-●

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

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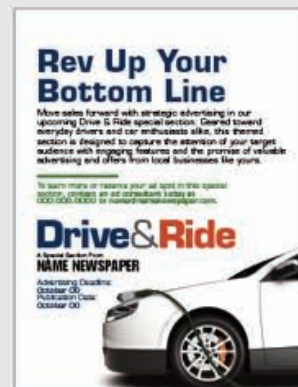
your section are also included in the package. Adapt the ads for online use to promote the upcoming online version of the section. View this month's **How-To** Templated Special Sections package in the MCC Editorial Library. Like what you see? Call 800-223-1600 or email service@metro-email.com to order and grow your special sections revenue!



TSS COVER



8.5 x 11 SALES SHEET



PASS 2 COL. x 5



PASS 2 COL. x 5



Present. Sell. Profit.

With the latest Holiday Advertising Collection from METRO!

Metro's 2018 Holiday Advertising Service is the ultimate resource for developing moneymaking Christmas and New Year's advertising, greetings and special projects. By equipping your creative and sales teams with hundreds of all-new ads, images, copy and design components, and ready-to-sell sections — plus access to all ads in MiAD Wizard — this annual service is guaranteed to help you create, sell and generate thousands in profits!



Included: **THREE READY-TO-SELL HOLIDAY SECTIONS**

Three bonus sections — "Home for the Holidays," a youth-market Coloring Book and the 2018 edition of Itsy the Elf, a section that embeds your advertisers within the story — are accessible in the MCC Editorial Library.

Features:

Quick-sell multi-advertiser formats offer options for every advertiser budget

Advertiser-specific ads and images target your most popular local businesses

Online SearchBook® to view and access your content in the digital realm

Dynamic cover designs inspire special pages and sections

Color and black-and-white versions of every image and ad expand design and print options

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PP. 53-65

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