

# METRO Moneymakers

### THANKSGIVING



### ON THE COVER: N1511P22017C

This festive photo has all the fixings for a Thanksgiving section cover or recipe guide or ads for caterers, restaurants, grocery markets, cookware stores and more!

# Serve up a tempting variety of advertising options to local businesses using this month's Thanksgiving-themed images and spec ads!

- Help a housewares retailer promote products for the season of entertaining with a Thanksgiving sale promotion showcasing holiday savings on linens, tableware and home accessories (23).
- A full-page restaurant ad invites guests to enjoy "festive feasting" with Thanksgiving dinner specials, while a smaller design promotes "choices aplenty" from a buffet advertiser (63, 65).
- Recruit multiple advertisers for a Thanksgiving dining guide or greetings layout (24).
- Appeal to "early-bird shoppers" with Thanksgiving grocery specials (67).
- Plus, find a "wish granted" contest idea (8).



## VETERANS & REMEMBRANCE DAY



# Salute those who serve and create holiday shopping promotions with Veterans Day and Remembrance Day coverage.

- Invite multiple advertisers to sponsor a salute to veterans with a full-page tribute design. Two versions of this ad have been provided to recognize both Veterans Day in the U.S. and Remembrance Day in Canada (11).
- Partner with local businesses to develop a campaign promoting special discounts and offers for veterans on November 11 as part of a Veterans Day Themed Event Package (32).
- Create new promotions for military discounts, jobs for veterans, Veterans Day sales and sponsored tributes with additional images and headings for Veterans Day and Remembrance Day (27, 36, 68).



### BLACK FRIDAY & CYBER MONDAY



### Help advertisers kick off the holiday shopping season with fresh images and ads.

- A versatile full-page ad for "Black Friday Savings All Weekend" is written for a department store, but can be used to promote Black Friday sale offerings from virtually any type of retailer (59).
- Similarly, a Cyber Monday sale ad is written for an electronics store, but can be easily adapted to meet virtually any advertiser's needs (17).
- Promote stock-up savings on gifts with a Black Friday BOGO promotion (13).
- Create more ads with a variety of headings and images for both events (54, 58).
- In addition to Black Friday and Cyber Monday events, develop "shop local" promotions related to Plaid Friday on November 27th (42).



### HOLIDAY GIFTS & SHOPPING



### Deliver big results with all you need to put advertisers on more holiday lists during the busiest shopping season of the year.

- A multi-advertiser Marketplace layout features holiday ads for a shoe store, menswear store, florist and more retailers (13).
- Promote premium placement with a shaped Specialty Ad design ideal for a wide range of advertisers offering tiered holiday discounts (40).
- Showcase local shopping destinations in conjunction with a "holiday shop hop" event (43).
- Browse ads for his and hers gifts, stocking stuffers, western gifts, jeweiry, spa services, toys, crafts, housewares and more (18, 19, 33, 41).
- Plus, find dozens more ready-to-present-and-sell spec ads, all MiAD-enabled, in the November MSAL issue!





### Make food and beverage advertisers jolly with festive ads and images for holiday promotions.

- Sell a two-sided Single Sheet to one advertiser with promotions for private holiday office parties and a New Year's Eve celebration event (41).
- Serve catering companies with an ad for "affordable and delicious holiday catering" (64).
- Promote spirited specials from a liquor store and season's eatings from a local cafe (18, 19).
- A second holiday party venue ad is designed with smaller-scale advertisers in mind (18).
- Help businesses reach revelers as they prep for holiday celebrations with salon beauty services, party fashions, weight-loss programs and home entertaining essentials (13, 18, 19).
- Finally, promote a merry and bright holiday tree lighting event (17)!



















# OVEMBER PROMOTIONAL PROPERTURITIES





### Take a peek at what else is in store for advertisers this November...

- Healthcare coverage includes options for an urgent care center, medical office and assisted living facility (18, 35, 65).
- A series of restaurant ads included as part of a "local dining" Themed Event Package includes promotions for salad bar offerings, lunch combos and breakfast specials (34).
- Target top monthly advertising prospects with ads for a ski resort, footwear store, firewood service and pet grooming (18, 19).
- Find images, headings or even ads to cover special events like Sandwich Day, Vegan Month, National Family Week, Election Day, National Alzheimer's Disease Awareness Month and National Adoption Month (14, 18, 19, 66, 71, 72).
- Use an attention-catching series of megaphone photos to create special announcement promotions or unique campaigns (12).













FIND THIS MONTH'S



N1511P720260

N1511P720230



Let's Par Our Hands Together for Our Ven

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

These are the most downloaded to date from the NOVEMBER '14 issue of MNS.

# OVEMBER TEMPLATED PECIAL SECTIONS

November's Fully Templated Sections (TSS) in Print & Online:

- . GIVING BACK
- DINING & ENTERTAINING

TSS are available by separate purchase. View them online in the MCC Editorial Library. Start growing sections revenue today: Call 800-223-1600







facebook.com/ MetroCreativeConnection



### Metro Creative Graphics, Inc. 519 Eighth Avenue,

New York, NY 10018 Voice 212.947.5100 Toll-free 800.223.1600 www.metrocreativeconnection.com Make Money With Metro!



N1411A31001C

Follow Us on Instagram @metrocreativeconnection



Get Web ads in the MCC Spec Ads & Covers Library. Click the Web button to limit your search to only ads that have a Web component. Click the "W" below each thumbnall and download the Metro Web ad as a layered Photoshop file (.psd).

# $\mathsf{METRO}$ Plus Business

### METROFEATURE



The News-Gazette's "Another Satisfied Customer" harnesses the power of word-ofmouth advertising with half- and full-page ads built around testimonials.









# "Another Satisfied Customer" Celebrates Word-of-Mouth Advertising

The News-Gazette CHAMPAIGN, ILLINOIS

It has been called the "Holy Grail of advertising," "a force of nature," the "key to the door of resistance" and "the most relevant touch point in sales." The "it," of course, is word-of-mouth advertising. Earlier this year, Tom Zalabak, advertising director for the News-Gazette Media Group of Champaign, Illinois, decided it was time for The News-Gazette to promote and celebrate "it" with a special section called "Another Satisfied Customer."

The 12-page tab, published on March 29, 2015, was comprised of half- and full-page ads for 17 Champaign-area businesses everything from home improvement services and auto dealers to hearing aid and ballroom dance centers - each featuring testimonials from several satisfied customers. The concept, notes Zalabak, was to provide local businesses with a vehicle for promoting "third-party endorsements" that offer a level of credibility that no other form of advertising can provide. To further personalize the promotion, advertisers were encouraged to obtain photos of the satisfied customers to accompany the testimonials in the ads.

"Any business that has been around for any length of time will have created positive experiences for customers that have prompted those individuals to send a 'thanks for a job well done' note to the owner," he explains. "Typically, businesses will post these notes in a prominent spot for other customers and prospects to see. Every business receives its share of complaints, so when somebody pays a 'job well done' compliment in writing, it's worth letting everybody know. This section was a way for businesses to do that,"

"Another Satisfied Customer" was designed to provide a platform for local businesses to let their "satisfied customers" tell a success story for the business. To promote the section, Zalabak created a list of the top 10 reasons to advertise in the section, which included the following:

"Normally when you advertise, YOU are telling people why they should do business with you. With 'Another Satisfied Customer,' your CUSTOMERS tell people why they should do business with you."

The list also included a reminder for business owners about the potential impact of negative online reviews.

"In these days of online reviews, it only takes a couple bad ones to hurt your reputation. With 'Another Satisfied Customer,' more people will see your 'good review' in a day than will see an online bad review in a year."

To build on this point and provide added value to "Another Satisfied Customer" advertisers, The News Gazette supplied each participating business with a report from the newspaper's Digital Services department detailing the major local search sites, such as Bing Local, Google Plus Local, Yahoo Local, Yelp, etc., that feature the business and detail the consistency of its listings. With this report, "Another Satisfied Customer" advertisers could more easily find online reviews of their businesses - reviews that the business owners may not have known even existed. In addition, each participating advertiser received a framed laser print of its "Another Satisfied Customer" ad to display in a prominent location, such as in its lobby or behind its service counter.

The section proved to be a popular, positive and productive vehicle for Champaign-area businesses to encourage contented customers to sing their praises and provide compelling ad copy at the same time. Number 7 on Zalabak's Top Ten List?

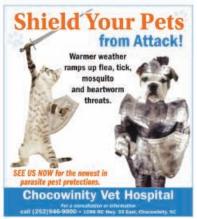
"Imagine an ad where you don't have to have a special offer or a discount. You don't even have to write the ad; it's written for you already!"

M (P1511B02001C)

For more information, contact Tom Zalabak, Advertising Director, News-Gazette Media Group, Champaign, Illinois at tzalabak@news-gazette.com.

### METROFEATURE



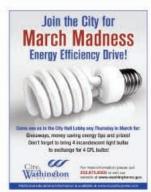


The Washington Daily News turned to Metro's Ads on Demand for a series of ads for a local veterinary hospital.



Using a simple but sophisticated layout and a photo of Santa at the gym, Metro designers created this ad for a Washington-area Crossfit facility.





A colorful photo of children in a pool served as the focal point and background of an AOD ad for Parents' Night Out at a citysponsored aquatic facility in Washington, North Carolina.

A photo of a CFL light bulb served as the centerpiece of a Washington (North Carolina) Daily News layout created by Metro's Ads On Demand service to promote the city's March Madness Energy Efficiency drive.

# Small Newspaper Gets Big Results with Ads on Demand

Washington Daily News WASHINGTON, NORTH CAROLINA

The Washington Dally News is a little North Carolina newspaper whose hometown is commonly referred to as "Little Washington" (as opposed to big Washington, the nation's capital). Despite its small footprint, the newspaper turns out numerous special products each year - including its annual 70-plus-page progress edition, called "Profile" - and sells enough ads to make them all shine. But as is the case with many pint-sized publications, the newspaper's ability to sell enough advertising to fill such sections far exceeds its capacity to produce those ads under tight deadlines.

According to Ashley Vansant, publisher and president of the Washington Daily News, Metro's Ads on Demand has not only made it possible for the publication to tackle projects such as its yearly "Profile," but also has enabled it to increase efficiency and see significant cost savings over the years.

"We were one of the early adopters of the service, which has allowed us to produce highad-count sections, such as our 'Profile' and the welcome magazine that we put out in cooperation with our tourism authority and sell right until deadline," Vansant explains. "With such fast turnaround time, we can maximize selling time and still meet short deadlines with the existing number of staff." Vansant also views Ads on

Demand as a cost-saving

strategy. Relying on Metro to respond quickly and creatively to overnight ad requests means that the Washington Daily News is freed from the need to maintain additional design/production staff to handle special projects.

Notes Vansant, "Ads on Demand has allowed us to look at cost savings and has freed up payroll to invest in other parts of our operation. There has definitely been a cost savings over the years, particularly because we've been smart about how and when to use the service. As a result, we've been able to invest in editorial and sales people who produce content for our paper and help us grow revenue. In fact, we recently launched a digital directory to do websites and social media management."

Another benefit to Ads on Demand, says Vansant, is the style diversity. Rather than having one or two designers creating all of the ads for the newspaper and its special sections, "outsourcing" ad creation expands the scope of addesign, potentially appealing to a wider range of advertisers.

"The service has worked out very well for us over the years," Vansant recounts. "When we're clear about what we are looking for, we generally have a very good return on the creative that comes back to us."

M (P1511B03001C)

For more information, contact Ashley Vansant, Publisher and President, Washington Daily News, Washington, North Carolina at ashley.vansant@thewashingtondailynews.com.

# $\mathsf{METRO}$ Plus Business

### METROFEATURE



# New Revenue Results from Innovation and Collaboration

By Jo-Ann Johnson Vice President, Sales Metro Creative Graphics

It's a given: Publishers are always on the lookout for new revenue. But with the increasing complexity of the media landscape and the proliferation of platforms, today's publishers are not only looking for new sources of revenue. but also for opportunities to generate advertising dollars through forging stronger connections with targeted groups of readers and advertisers and leveraging existing resources and expertise.

Today, as many publications bolster their bottom lines via niche products tailored to specific readers and advertisers, there is also a renewed appreciation for quality content and interdepartmental cooperation. While tales of rifts between advertising and editorial departments have echoed through the hallways of publications large and small for generations, the challenges associated with thriving in today's media environment have inspired not just increased crossdepartmental communication, but a trend toward greater interdepartmental collaboration on cross-platform efforts designed to expand print, Web, mobile and social media revenue.

For example, the Reading (Pennsylvania) Eagle's first-ever special section devoted to craft beer - which debuted in June 2014 - was inspired by craft beer aficionados on the publication's editorial team. The super-successful section-a collaboration between the editorial and advertising departments - not only drove new revenue from a prominent local beer distributor, brew pubs and restaurants, but connected a rapidly growing segment of the publication's readership with indemand information and local businesses engaged in producing, distributing and serving craft beer.

But today's publishers aren't simply looking for new topics, new platforms and new revenue streams. More and more, they are in search of supplementary experiences to complement their publication's content, In California, the Sacramento Bee has had extraordinary success with "Bee Buzz Points," a loyalty program with more than 50,000 members that drives participation and positive interaction with the newspaper on a daily basis. "Bee Buzz Points" members collect points on a daily basis through a variety of interactive activities, such as the Buzz word of the day that can be found on the publication's pages as well as its website and Facebook page. Each activity is an opportunity to earn points that can be traded for chances to win prizes such as event tickets, gear or shopping opportunities.

While much has changed in the current media landscape, one of the keys to pulling off new promotions that pull in new revenue remains constant: Publications continue to need instant access to graphic and editorial resources that enable them to create and sell highly effective, presentation-ready, platformspecific ads, campaigns, sections, specialty pages and sales promotion materials that support their innovative editorial and audience-building efforts. And Metro's services are aimed at doing just that. With MiAD, Ads on Demand, Templated Special Sections and e-Connect, building and growing new revenue is easier than ever.

The bottom line? The guest for new advertising revenue is all about leveraging high-quality resources to build stronger connections with readers, advertisers and colleagues. M (P1511B04001C)

For more information, contact Jo-Ann Johnson, Vice President, Sales, Metro Creative Graphics. New York, New York, at jjohnson@metro-email.com.

(MCC Sales Ideas / Keywords: "Filename" or Enter Headline)

### METROFEATURE



Beth Warden of the Gloucester (Massachusetts) Daily Times relies on Metro's MiAD to create spec ads that not only sell, but keep advertisers coming back for more.

# Gloucester Daily Times Makes the Most of MiAD

Gloucester Daily Times **GLOUCESTER, MASSACHUSETTS** 

For many Northeasterners, Gloucester, Massachusetts evokes scenes of summer sunsets over beautiful beaches, fishing boats lining the harbor, a quaint downtown lined with architectural gems, art galleries and shops catering to tourists and residents alike. For Beth Warden, an advertising consultant with the Gloucester Daily Times, the town of 30,000 represents a small sea of prospective advertisers and current accounts - everything from automotive services to pet shops to insurance companies - that expect their hometown newspaper to deliver results from its advertising. And with help from Metro's MiAD, Warden and the Gloucester Daily Times have been meeting those expectations year after year with dynamic spec ads that drive home advertisers' messages and increase sales.

"I have been with the newspaper for eight years and my customers are a very demanding group of businesses that want their ads to work - and work fast," Warden explains, "These days, we have to work harder not just to attract new customers. but to keep the ones we have. And that's where Metro and MiAD have made a big difference."

While Warden and her colleagues have relied on Metro's services for many years, their recent training seminar with Metro Regional Manager Jennifer Steiner offered insights about how to make the most of Metro's services - including MiAD - and tips for capitalizing on the new metrocreativeconnection.com.

Notes Warden, "The new site is wonderful and I got a lot of great ideas from the seminar, especially about benefiting from all of the suggestions that the site offers. I particularly like the new search function, which offers different options if you're struggling with what to put in an ad and you're having trouble finding it."

In recent months, Warden has had particular success with MiAD-produced spec ads. In July alone, she secured renewals from 13 advertisers for a year-long advertising program. While several of these advertisers had participated in the program for several years and were on the brink of dropping out, she was able to nail the renewals by presenting fresh new layouts produced with MiAD. Two of the 13 business owners not only renewed their contracts, but also opted to double the size of their ads. Warden also recounts her experience with a local business owner who had turned down all of her sales efforts over the course of a full year, but happily chose one of three MiAD layouts presented to her.

"MiAD is perfect for creating great spec ads that we don't have time to build," she adds. "It also cuts down on the time needed to communicate with our production department. If I submit a Metro spec ad, their job is easier and we get better results. This is especially important because we often have new production people. Everything is much more efficient when I can give them an ad that's ready to go and just needs a logo and contact information dropped in."

MiAD has also helped Warden and her fellow sales consultants make quick work of special projects, such as flyers, inserts and promotional "sticky notes." And when Warden was short of meeting her sales goal in the final days of August, she used MiAD to whip up several half-page layouts, sold them in one day and ended the month on target.

"I use MiAD every single day," says Warden. "And with the redesign of Metro's site, I'm finding so many new, fresh ideas and beautiful designs that make it possible to retain old clients and attract new ones. It's simple: This is something that everybody should be using."

M (P1511805001C)

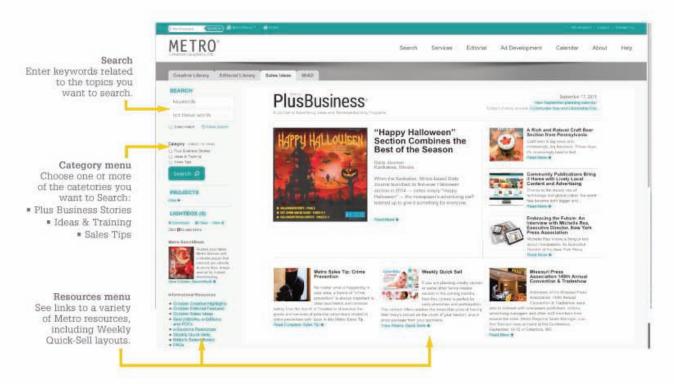
For more information, contact Beth Warden, Advertising Consultant, Gloucester Daily Times, Gloucester, Massachusetts at bwarden@gloucestertimes.com.



Plus Business welcomes your comments and feedback. Please send comments to: plusbiz@metro-email.com. Plus Business is a registered trademark of Metro Creative Graphics, Inc. and is published monthly. Entire contents @2015 Metro Creative Graphics, Inc. No part may be reproduced or published in any form without prior written consent.

### (MCC Sales Ideas / KEYWORDS: Enter Story Headline)

# New MCC: SALES IDEAS Area Ideas, Inspiration and Information to Help You Grow Ad Sales



In addition to everything you can access to support your sales efforts in the newmcc.com Creative Library (print and digital ad layouts and specialty pages) and Editorial Library (ready-to-sell, fully-templated sections), as well as Metro's ad development tools (MiAD\* Desktop, MiAD Mobile\*, ADS On Demand), you also have a wealth of ideas and information at your disposal to help you grow sales.

The recently launched Sales Ideas area of the new Metro Creative Connection (MCC) was developed specifically to help your sales team succeed.

Here is what you will find, and come to rely upon, for upping your sales game:

### Plus Business Stories - Proven Success Stories From Industry Peers

Each article highlights a successful campaign, section or promotion, based on personal interviews with the person or team who executed the project. Take these successful concepts and adapt them to your local market. A contact is even provided with each feature so you can get in touch with them directly. Read articles online, print them for a planning meeting, or download a PDF to share via e-mail.

### Ideas & Training - Get the Most Out of Your Metro Resources

Access valuable information and ideas in this category so you can make the most of Metro's materials and resources. Don't miss out on any opportunity.

Whether you're discovering MCC navigation quick tips, learning about all of the highly saleable Ad Types you can access or planning suggestions for upcoming sections, you will be in the know and ahead of the game. Each Ideas or training tip can be printed or downloaded as a PDF for meetings and sharing.

### Sales Tips - Timely Ideas to Put Into Action

When you are looking for ideas that your sales team can execute in the coming weeks, select the Sales Tips category and search by Most Recent or by keyword for a particular topic. Here, you can read and gain inspiration from detailed concepts for both seasonal and general sales promotions for print, online and social media platforms. Each sales tip can be printed or downloaded as a PDF for meetings and sharing.

Weekly Quick-Sell - Close Sales Fast With Timely, Multiple-Advertiser Layouts

Metro Quick-Sell layouts are full- and tab-size pages, developed around a timely
theme, that are ready to present and sell to a wide variety of advertisers and
budgets. See the latest Quick-Sell on the Sales Ideas landing page, click to
access the entire collection, and link directly to download each layout.

The new MCC Sales Ideas area is an invaluable resource to support and inspire sale professionals who want to be their best. Check it out!

P1511B06001C

Print and online Fully Templated Sections, just released:

### Giving Back Dining & Entertainment

(Available by separate subscription or a la carte purchase — 800-223-1600)





Find corresponding reader and advertiser promotional ads for each templated section in the MCC Creative Library.





# **MCC Creative Library Filters:** Finding the Best Image or Ad Type for the Job

Whether you enter MetroCreativeConnection browsing for something to present to a new or existing client, or have a specific type of ad or page in mind, the pull-down Ad Type and Image Type menus in the MCC Creative Library are here to help.

Adscape/Shaped Bonus Ideas/Covers Campaign Contest Coupon Page Directory Marketplace MetroBiz Multiple Advertiser Quick Sell Page Religious/Spiritual Single Sheet Themed Event Package





Top Ad Sales Prospects



Coupon Page

### Ad Type Menu

The Ad Type filter has been created to help you capitalize on more sales opportunities with a variety of layout options. Here are the ad choices you can find under the Ad Type

Adscape/Shaped: Grab more attention for your advertiser with unique shapes and prime positioning on a page, offered at a premium.

Bonusideas/Covers: Explore a wide variety of section cover ideas. Many of the monthly subjects also make for interesting and topical sections or pages to add to your schedule.

Campaign: Go beyond a single ad for your sales presentations with these multiple-ad campaigns and 13-time campaigns available for a variety of advertisers.

Contest: Get tried-and-true and unique contest ideas to use and adapt in your own market.

Coupon Page: Discounts dominate on these full- and tab-sized coupon pages, complete with ads featuring coupons consumers can't resist.

Directory: Grouped by category, season or event, sell listings to multiple advertisers looking to showcase their names and addresses,

Marketplace: Layouts based on key sales themes or topics offer various price point possibilities, from directory listings through display space. Marketplace layouts are a great place to start for selling new clients while

assisting existing clients working with limited budgets.

MetroBiz: Acquire more local printing business by employing MetroBiz to sell and create business cards, menus, pamphlets, invitations, postcards and more.

Multiple Advertiser: Choose from a variety of multiple-advertiser pages sorted by category, event or season, all available in broadsheet and tab sizes.

Quick Sell Page: Catch the eye of readers and advertisers with these themed layouts featuring an editorial centerpiece or timely topic

Religious/Spiritual: An assortment of inspirational religious ads prepared for weekly use and sponsorship.

SingleSheet: Single sheets, free-standing inserts, flyers ... no matter what you call them, you can sell them as stand alones, inserted into TMC products or adapted for ROP use. Two-sided designs are also available.

ThemedEventPackage: Expand sales related to key topics in any given month with an ad campaign, multiple-advertiser page, companion Web ads and a cover design to carry the topic to a full section.

TopAdSalesProspects: Which businesses are most likely to advertise this month? Top Ad Sales Prospects answers that question for you, giving you a head start on your monthly prospect list with ready-to-sell ads and companion Web ads.

### Image Type Menu

The Image Type filter in the MCC Creative Library helps you get right to the specific type of image you need. This valuable list is mostly self-explanatory but is nonetheless convenient in narrowing your searches, saving you time and increasing your creative options. Here are some of the choices available under the Image Type menu:

Ad Starter: Need a good place to start? Ad starters provide a combination of an ad frame and/or background with a heading. Add an advertiser special and address info for quick spec ads for your e-mailing or inperson visits. There are also Spanish versions available for bilingual publications.

Icon Set: Get a collection of ideal vector-based graphic elements that speaks to the essence of any given subject in a one-file download.

Object: Need a golf tee? Sun? Cupcake? Easter egg? Christmas wreath? Objects are elements designed to be used as merchandise, topical attention-getters or for any other advertising need for general and seasonal ads.

Swirl: One of the big design trends in the past few years is based on swirling elements. Select this option to see the collection of general and seasonal swirl imagery to jump start or enhance your creative designs.

Retro: You'd expect a company that has been serving the industry for more than 100 years to have a huge archive, and we do. Choose "retro" and see classic images from our archive that can work for today's designs as well as imagery drawn with a retro feel.

Ad Starter Background Border Burst Cartoon Frame Heading Line Art Object Photo Swirl Tone Art Icon Set

Retro



You can think of Ad Type and Image Type pull-down menus as power tools for power users of MCC ... for powerful sales results. M P1511807001C

# METRO Bonus Ideas & Quick-Sell Layouts



Crafting is big business all year 'round, but it gets especially festive during the holiday season. Use this cover and *Quick-Sell* layout to create **Crafts** pages or sections that appeal to crafters and the advertisers they frequent. You can include craft ideas from advertisers for Thanksgiving, Christmas and New Year's table centerpieces, door decorations, homemade gifts, and more.



Entertaining during the holidays can encompass everything from hosting a few friends and family over for an afternoon or evening to having overnight guests for an extended period of time, Let this Quick-Sell layout be your jump-start to include all the advertisers that cater to holiday entertaining (including caterers!) in your section, pages and online offerings.



Winter begins December 22. A **Winter Sports** section or pages will be welcomed by advertisers and readers. You can include hockey, ice skating, skiing and snowboarding, snowmobiling, ice fishing, sledding, and more. Release your pages or section before winter begins and you'll be in time for last-minute holiday gifting, too. With a wide array of winter sports, there is a multitude of gift opportunities.



According to the Bureau of Labor Statistics, nearly 63 million people became volunteers in the U.S. last year. The need for volunteers is especially prescient as the holidays approach. A **Volunteer** section or pages can shine the spotlight on volunteers and highlight reputable area charities while providing a roadmap for potential volunteers to find an organization that matches their philanthropic passions.



We have much to be thankful for, but this time of year we are reminded that there are many in need. A **Wish Granted Thanksgiving Essay Contest** can help put a little extra money in the hands contest winners. We've suggested gearing it toward your younger readers, but you can open it up to include people who would donate their winnings to someone in need. If you have the capability, use your website to collect entries and be sure to garner extra publicity for your publication via social media as well as TV and radio.

TWO-PAGE SPREAD CONTEST CONCEPTS: Increase your sales opportunities.

(MCC Creative Library /KEYWORDS: "QuickSell," "cover")



Veterans Day is celebrated on Novemvber 11. Unlike Memorial Day, Veterans Day celebrates the service of active military personnel as well as veterans and those who made the ultimate sacrifice. Pages or a section named A Salute to Vets can appeal to both sponsors and readers. Remembrance Day material is also available on MCC.



The holiday gift-buying season is exactly the time when an extra "shop local" push is needed. A Shopper's Guide section or pages - in print and online - can give local retailers the chance to offer and showcase their gift suggestions while boosting community holiday spirit.



Dining can be tricky come the holiday season. A Local Dining section or pages can remind readers of the local dining options available to them for a quick meal while helping readers with holiday entertaining. Be sure to sell the companion Web ads.



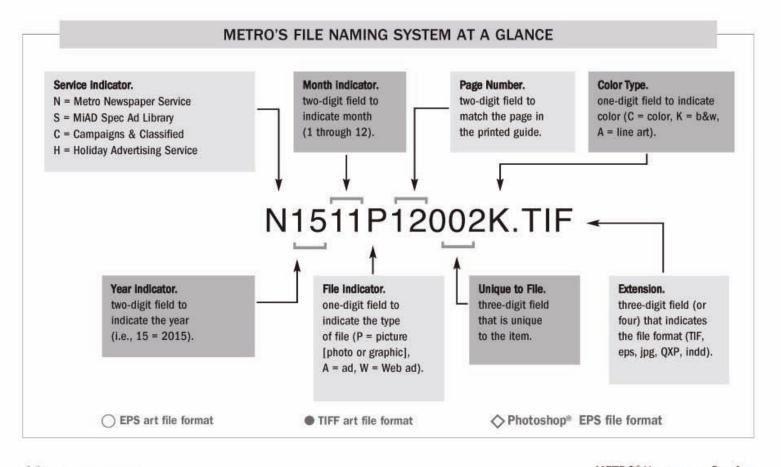
Build a Health Check campaign for your readers and advertisers with this Themed Event Package. Our cover design features a health professional in a Santa hat so you can gear your campaign around healthy habits during the holiday season. Include stories about common ailments that send people to the ER over the holidays, nutrition advice, the latest equipment and treatments in your area, and more.



We all know the holiday song, and now your publication can play the part of the "true love" with a 12 Days of Christmas Giveaways Contest. Readers have the chance to win prizes, supplied by contest sponsors, for 12 days in a row. Drive extra traffic to your website by posting the daily winners. We're suggesting you start your giveaways at the end of November so you can increase excitement and community retail awareness at the beginning of the month before we get to the hectic two-week pre-Christmas countdown.

TWO-PAGE SPREAD CONTEST CONCEPTS: Increase your







Words can't say just how much we appreciate and respect our country's veterans for their service. As we celebrate Veterans Day, we would like to take a moment to express our deepest thanks to the brave men and women who have served and continue to serve in our military. We recognize their courage, hard work and dedication to our nation's values, way of life and security, and we are humbled by their sacrifice. Today and every day, we proudly salute America's veterans.

## To All of Our Nation's Veterans, Thank You & Happy Veterans Day!

## Thank you for your service!

### Name Business

Sponsor Here 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com

## God bless America and our veterans!

Name Business Sponsor Here 1234 Washington Street Somerwille Heights 000-000-0000 www.namewebsite.com

## We salute the heroes of our military!

Name Business Sponsor Here 1234 Washington Street Somenville Heights 000-000-0000

### We appreciate our veterans!

### Name Business Sponsor Here

1234 Washington Street Somersville Heights 000-000-0000

## Wishing all of our veterans the best!

Name Business Sponsor Here 1234 Washington Street Somerveille Heights 000-000-0000 www.namewebsite.com

## Thank you for your service and sacrifice.

Name Business Sponsor Here 1234 Washington Street Somersville Heights 000-000-0000

PASS 6 OOL x 21

# Thanks to the men and wo of our military!

### Name Business

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

## Wishing all who served a happy Veterans Day!

Name Business Sponsor Here 1234 Washington Street Somerwille Heights 000-000-0000

## Thanks to our troops and veterans!

Name Business Sponsor Here 1234 Washington Street Somersville Heights 000-000-0000

### We salute our veterans!

### Name Business

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

## We love our nation's veterans!

### Name Business Sponsor Here

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

# Thanks, veterans, for defending our freedom!

### Name Business Sponsor Here

1234 Washington Street Somerwille Heights 000-000-0000

AD# N1511A11001C AD# N1511A11002C

AD# N1511A11003C AD# N1511A11004C PASS 6 COL x 21







N1511P12008C-



N1511P12002C-



N1511P12001C-



N1511P12006C-



N1511P12003C-0



N1511P12010C-



N1511P12005C-



N1511P12007C-



N1511P12009C-

# METRO Marketplace



### **Restaurant Arnelle**

Open Christmas Eve for Dinner
1234 Washington Street • Somersville Heights
000-000-0000
www.namewebsite.com

Juniper Catering
Hassle-Free Holiday Dinners & Party Catering
1234 Washington Street - Somersville Heights
000-00-000-00
www.namewebsite.com

### The Pilgrim Inn

Book Your Holiday Banquel Today 4 Washington Street • Somersville Heights 000-000-0000 www.namewebsite.com

### The Garden Bistro

Open Christmas Eve for Dinner
Washington Street • Somersville Heights
000-000
www.namewebsite.com

### **Gourmet Market**

Hassle-Free Holiday Dinners & Party Catering 1234 Washington Street • Somersville Heights 000-000-0000 www.namewebsite.com

### The Hadley Inn

Book Your Holiday Banquet Today 4 Washington Street • Somersville Heig 000-000-0000 www.namewebsite.com

### Martini Lounge

Try Our Special Holiday Martinis 1234 Washington Street • Somersville Heights 000-000-0000 www.namewebsite.com

### Clark's Bar & Grill

Join Us for Happy Hour 1234 Washington Street • Semeraville Height 000-000-0000 www.namewebsite.com

### Club Hera

Get Your New Year's Eve Tickets Today 234 Washington Street • Somersville Height 000-000-0000 www.namewebsite.com

Try Our Special Holiday Martinis L Washington Street + Somersville Heights 000-000-0000 www.namewebsite.com

### Union Bar

Join Us for Happy Hour 1234 Washington Street • Somersville Height 000-000-0000 www.namewebsite.com

### Club Luxe

Get Your New Year's Eve Tickets Today 234 Washington Street + Semeraville Height 000-000-0000 www.namewebsite.com

Your Holiday Beauty Destination 1234 Washington Street • Somersville Heights 000-000-0000 www.namewebsite.com

Sparkle Manis for the Holidays Washington Street • Somersville Heights 000-000-0000 www.namewebsite.com

### Bella Boutique

Great Party Dresses From \$29
Washington Street • Somersville Heights
000-000
www.namewebsite.com

Your Holiday Beauty Destination Washington Street • Somersville Heights 000-000-0000 www.namewebsite.com

### Nina's Nails

Sparkle Manis for the Holidays Washington Street • Somersville Heights 000-000-0000 www.namewebsite.com

Greet Party Dresses From \$29 Washington Street • Someraville He 000-000-0000 www.namewebsite.com

### **Usage Note:**

The purpose of this Countdown to Christmas" Marketplace layout is to give you the opportunity to promote local advertisers during the holiday gift season by offering a variety of price points to include even the smallest budgets. They can benefit from the association while you reap the rewards of a full-color page. Use this Marketplace layout for a variety of sponsors as part of a multiple-run campaign. For your convenience, a tab-sized version of the page is available in the MetroCreativeConnection Creative Library.



N1511P15001C-



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





PASS 2 COL x5 AD# N1511A13003C N1511P62007C-

N1511P62004C-AD# N1511A13004C



AD# N1511A13002C PASS 2 COL. x 5





AD# N1511A13005C PASS 2 COL. x 5



Festiva Florals

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

AD# N1511A13001C AD# N1511A13008C

PASS 6 COL x 21





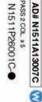
**50%OFF** 

f 💟



Variety Discounters 1234 Washington Street | Somersville Heights 000-000-0000 | www.namewebsite.com PASS 2 COL x5 AD# N1511A13006C

V1511P26006C-





N1203P46009C\*-O





N1511P14009C-



N1511P14008C-



N1511P14002C-



N1511P14005C-



N1511P14006C-



N1511P14007C-



N1511P14011C-



N1511P14004C-



N1511P14003C-



N1511P14010C-





N1511P15002C-



N1511P15001C-



N1511P15007C-



N1511P15006C-



N1511P15004C-



N1511P15005C-



N1511P15009C-



N1511P15003C-









N1511P16005C-

N1511P16004C-







N1511P16001C-

N1511P16003C-







N1511P16007C-

N1511P16009C-

N1511P16002C-



N1511P16010C-



N1511P16011C-



N1511P16012C-

N1511P17002C\*-O

N1511P17001C\*-

# ovember ovember

3 6 Deptor Sa 8 23 24 25 26

THE Holiday Tree Lightin Friday, November 20 at 6PM
Town Hall Plaza Don't miss the merriest and brightest holiday event of the year! Town Hall Plaza 1234 Weshington Street Some 1000,000 0000 www.namesis







N1511P29006C\*-O

AD# N1511A17002C PASS 3 COL x7 N1511P17003C\*-O

N1511P58010C\*-O N1511P37005C-N1511P27003C-



29 30

### November 00

Holiday Craft Fair Over 50 local vendors! Somersville Middle School 10am-4pm

### November 00

Name Event Here
Event details here. Event details here.
Event details here.
Name Event Location
0.00am-0.00pm
www.namewebsite.com

### November 00

Name Event Here
Event dotails here. Event details here. Event details here. Event details here. Event dotails here.
Event dotails here. Event dotails here.
Name Event Location
0,00am-0,00pm
www.namewebsite.com



### November 00

Charity
Shopping Event
All proceeds benefit
Name Charity.
Mason Department
Store • 5-9pm
www.namewebsite.com

### November 00

Name Event Here
Event details here. Event
details here. Event details
here. Event details here.
Event details here.
Event details here.
Event details here.
Name Event Location
C:00am-0:00pm
www.namewebsite.com

### November 00

Name Event Here Event details here. Name Event Location 0:00am-0:00pm www.namewebsite.com



### November 11

Veterans Day Parade Please join us in saluting our veterans. Downtown Main Street www.namewebsite.com

### November 00

Name Event Here
Event details here. Event
details here. Event dotails
here. Event dotails
here. Event dotails
here. Event
dotails here.
Event dotails here.
Name Event Location
0:00am-0:00pm
www.namewebsite.com

### November 00

Name Event Here
Event details here. Event
details here. Event details
here. Event details here.
Event details here.
Event details here.
Name Event Location
0:00am-0:00pm
www.namewebsite.com

### November 00

Food Pantry Volunteer Day Donations & volunteers welcome! Somersville Food Pantry 8am-6pm www.namewebsite.com

### November 15

Free E-Waste
Recycling Event
Recycle your computers
and electronics
Value Electronics
Parking Lot
9am-3pm
www.namewebsite.co

### November 00

Name Event Here Name Event Here
Event details here. Event
details here. Event
details here. Event
details here. Event
details here.
Event details here.
Event
details here. Event
details here. Event
details here. Event
details here.
Name Event details here.
Name Event Location
0.00am-0.00pm
www.name.website.com

### November 00

Name Event Here
Event details here. Event
details here. Event details
Event details here. Event
details here. Event
details here. Event
details here. Event
details here. Event
details here. Event
details here. Event
details here. Event
details here. Event
details here.
Name Event Location
0:00am-0:00pm
www.name.event.event
details here.

### November 00

Vegan Cooking Class
Free healthy cooking class!
Somersville Library www.namewebsite.com

### November 20

Tree Lighting Fun for the whole family! Town Hall Plaza 6pm www.namewebsite.com

### November 00

Name Event Here Event details here. Event details here. Event details here. Event details here. Name Event Location 0:00am-0:00pm www.namewebsite.com

### November 00

Name Event Here Event details here. Event details here. Event details here. Event details here. Name Event Location 0:00am-0:00pm www.namewebsite.com

### November 00

Name Event Here Event details here. Event details here. Event details here. Event details here. Name Event Location 0.00am-0:00pm www.namewebsite.com

## Holiday Bake Sale

Delicious homemade goodies! Somersville Community Center • 9am-3pm www.namewebsite.com

## November 22

Family Festival
Free Admission
Somersville
Community Center
11am-5pm
www.namewebsite ebsite.com



### November 28

Somersvand Shop Hop Special offers, gheaways & refreshmental Downtown Somersville 10am-9pm www.namewebsite.com

### November 00

Travel Fair Special offers, free refreshments, side shows & more Let's Go Travel 11am-4pm www.namewebsite.com

Companior **WEB ADS** on MCC

8 AD# N1511A17003C PASS 6 COL. x 3 N1511P58017C-



Click like you're Saint Nick, and fill your cart with great gifts for all the names on your good list!

tewide Savings
)% to 50% OFF
sysions | Computers | Tablets |
seters | Printers | Headphones |
tage | Cell Phone Accessories | 8 More

### Value Electronics

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

AD# N1511A17001C AD# N1511A17004C PASS 6 COL x 21

# METRO Top Ad Sales Prospects







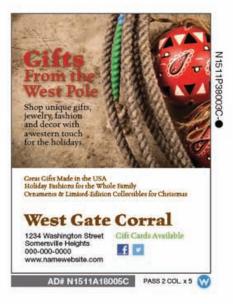




N1511P38002C-

At the holidays and all year, we give residents and their families the comfort, security and peace of mind that cones with knowing expert care in always there. Our assisted there. Our assisted living com munity is designed to serve seniors who are facing physical challenges or memory impuirment, providing a safe and enjoyable environment with specialized support to meet each valued resident's unique needs with positive, patient and compassionate care.

Tuscany Village Senior Care Center 1234 Washington Street Somersville Heights 000-000-0000 www.namewebsite.com To learn more or to arrange a tour of our community, please give us a call today or visit us online to have a care coordinator contact you





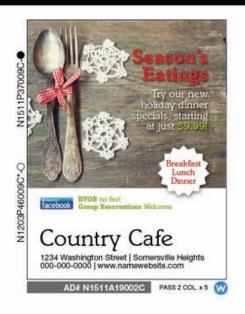






















AD# N1511A19007C PASS 2 COL. x 5 W



N1511P39014C-

1234 Washington Street Somersville Heights 000-000-0000

iday Hours: Monday-Saturday s

AD# N1511A19009C PASS 2 COL x 5 W





N1511P20007C\*-O













N1511P21010C-





N1511P21001C-N1511P21002C-











N1511P22001C-





N1511P22002C-



N1511P22003C-



N1511P22009C\*-O



N1511P22016C\*-O



N1511P22007C-



N1511P22013C\*-O



N1511P22014C\*-O



N1511P22004C-



N1511P22011C\*-O



N1511P22006C-



N1511P22012C\*-O



N1511P22010C\*-



N1203P46009C\*-C



N1511P21007CN1511P37005CN1511P47001C-



Festive Candles, Accessories & Gifts



**Table Linens** & Towels for **Holiday Hosting** 



Fine & Casual Dishware to **Entertain in Style** 



**Everything Nice** for the Season of Baking



Cookware for Successful **Holiday Meals** 



**Elegant Glassware** for Your **Holiday Table** 

...and so much more!

Christmas Shop Now Open! Extended Holiday Hours Begin November 20th

Sale ends Sunday, November 00, 2015. | Gift Certificates Available

# Home Essentials

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

AD# N1511A23001C AD# N1511A23002C

PASS 6 OOL x 21

# METRO Multiple Advertiser





N1511P24007C\*-O

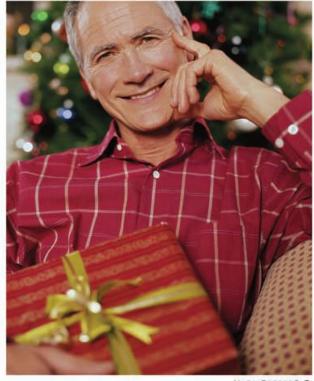
## **Usage Suggestion:**

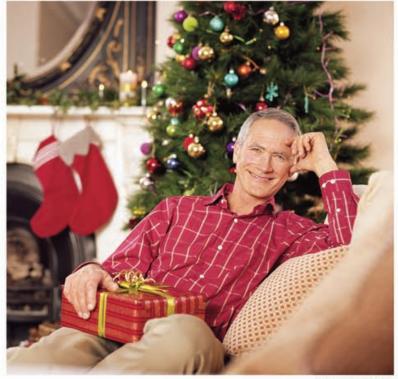
Multiple-advertiser, double truck layouts present unique opportunities for advertisers to gain more exposure while sharing the cost of appearing in color in a prime position. At the same time, they give you a full-color spread. Use the alternative headings on this page to change the focus of the layout,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

The layout can be opened inside the Metro interactive Ad Development software (MiAD), where the amount of advertiser spaces can be adjusted with a click of a button. See a demonstration in the MiAD area accessed from the metrocreativeconnection.com home page.

Thanks to Our Valued Customers! Thanksgiving Specials

N1511P24005C\*-O







N1511P25007C-



N1511P25004C-



N1511P25010C-



N1511P25005C-



N1511P25001C-



N1511P25008C-



N1511P25009C-



N1511P25002C-



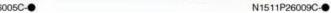
N1511P25003C-

MCC Keyword Hints: lifestyle, Christmas, holiday, tree, family, grandparent, senior, gifting



















MCC Keyword Hints: Christmas, holiday, shopping, shopping bags, gifts, beauty, sexy, hair, makeup

N1511P26001C-



VETERAN DISCOUNTS







N1511P27011C-0

N1511P27008C-

N1511P27002C-

N1511P27006C-

N1511P27004C-









N1511P27005C-

N1511P27010C-

N1511P27009C-

N1511P27007C-









N1511P27026C\*-O \*

N1511P27028C\*-O

N1511P27027C-

N1511P27023C\*-O











N1511P27001C-

N1511P27014C\*-O

N1511P27016C\*-O

N1511P27013C\*-O

N1511P27021C\*-O























N1511P28008C\*-



N1511P28006C\*-



N1511P28007C\*-



N1511P28005C\*-



N1511P28010C\*N1511P28011C\*-



N1511P28003C\*-O



N1511P28001A-



N1511P28004C\*-O



N1511P28002C\*-











N1511P29005C-



N1511P29007C-







N1511P29003C-



N1511P29002C-



N1511P29004C-





N1511P30015C\*-O

N1511P30017C\*-O

N1511P30016C\*-





N1511P30011C\*-O

N1511P30020C\*N1511P30021C\*-













N1511P30006C\*-O













N1511P30013C\*-O

N1511P30014C\*-O





N1511P31001C-









N1511P31005C-

N1511P31009C-

N1511P31011C-

N1511P31010C-



N1511P31006C-





N1511P31007C-

N1511P31012C-



N1511P31003C-



N1511P31008C-



N1511P31004C-

MCC Keyword Hints: Christmas, holiday, gift, kid, gift wrap, omament, electronics, tablet, table setting

# METRO Themed Event Package





(MCC Creative Library / Print Ad Type pull-down menu: "ThemedEventPackage")





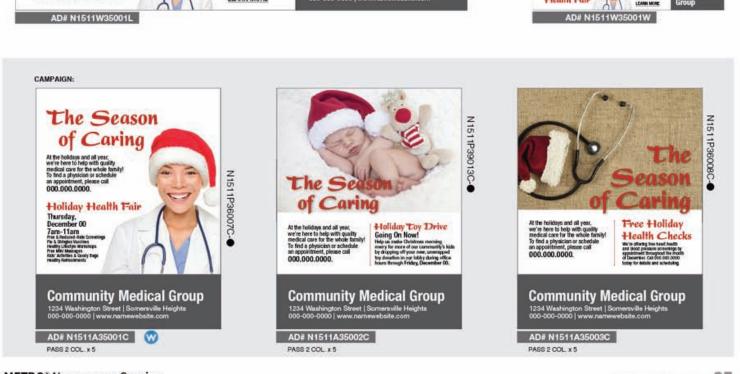
# METRO Themed Event Package





(MCC Creative Library / Print Ad Type pull-down menu: "ThemedEventPackage")





N1511P36007C-









N1511P36010C-



N1511P36008C-











N1511P36007C-N1511P36001C-





N1511P36012C-

MCC Keyword Hints: holiday, Veterans Day, military, family, Christmas, medical, gifts, shopping

















N1511P37005C-





N1511P37010C-

N1511P37011C-

N1511P37003C-





N1511P38012C-

N1511P38009C-







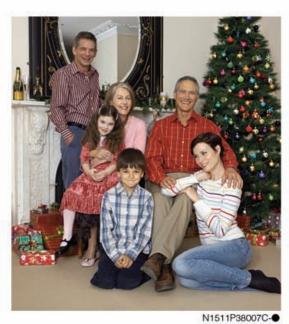


N1511P38006C-











MCC Keyword Hints: lifestyle, holiday, Christmas, family, celebration, party, table, cocktail, footwear, dining, skiing







N1511P39004C-



N1511P39014C-0



N1511P39005C-



N1511P39006C-



N1511P39008C-



N1511P39015C-



N1511P39003C-0



N1511P39010C-



N1511P39001C-



N1511P39011C-



N1511P39009C-



N1511P39012C-



N1511P39002C-



N1511P39013C-

MCC Keyword Hints: lifestyle, holiday, Christmas, beauty, hair, spa, fashion, formal, baby, pets

(MCC Creative Library / Ad Type pull-down menu: "Adscape/Shaped")

# Promote Premium Placement Opportunities With Metro AdScapes

#### Usage Note:

Use this shaped specialty ad to attract attention to a fashion boutique's holiday gifting sale. It can be adapted for a number of different advertisers by changing the offers. The ad's unique positioning is sure to draw extra attention for your advertiser while gaining premium pricing for you.



N1511P40001C-

10% Off Purchase of \$20 or More

**20%** Off Purchase of \$50 or More

**30**% Off Purchase of \$75 or More Fashion

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

This Week Only November 00-00, 2015 List details, terms and conditions here. List details, terms and conditions here. List details, terms and conditions here.

AD# N1511A40001C PASS 6 COL x 18.5 W



WEB ADS on MCC





AD# N1511A41001C 8.5 x 11







# METRO Shop Local







N1511P42006C-



N1511P42001C-



N1511P42002C-



N1511P42005C-



N1511P42003C-



N1511P42018C\*-O





N1511P42022C\*-O N1511P42023C\*-O



N1511P42009C\*-O N1511P42010C\*-O





N1511P42008C\*-O N1511P42007C\*-O



N1511P42011C\*-O N1511P42012C\*-O







N1511P42016C\*-O



N1511P42017C\*-O





N1511P42013C\*-O N1511P42014C\*-O



#### Abode **Home Store**

Unique gifts, holiday decor & more.

1234 Washington Street Somersville Heights 000.000.0000 www.namewebsite.com

#### Nuance Salon

hair | nails | facials | waxing | tanning

1234 Washington Street Somersville Heights 000.000.0000

#### Electronics Zone

Holiday price-match guarantee!

1234 Washington Street Somersville Heights 000.000.0000 www.namewebsite.com

#### Vibrance Florals

centerpleces | bouquets | gifts

1234 Washington Street Somersville Heights 000.000.0000 www.namewebsite.com

#### Linda's Chocolates

truffles | fiulge | shaped chocolates | gifts

1234 Washington Street Somersville Heights 000,000,0000 aheita com

#### Toys Unlimited

Shop now for the season's hottest toys!

1234 Washington Street Somersville Heights 000.000.0000 www.namewebsite.com

#### **Facets** Jewelry

Great gifts under \$99!

1234 Washington Street Somersville Heights 000.000.0000

#### Wags **Pet Supply**

Gifts they'll pawsitively love!

1234 Washington Street Somersville Heights 000.000.0000 www.namewebsite.com

#### Lula's Boutique

appard | accessories | footwear

1234 Washington Street Somersville Heights 000.000.0000

#### Mellina Gourmet

Custom & pre-made quit baskets.

1234 Washington Street Somersville Heights 000.000.0000

#### Martini Liquors

Holiday gift sets are here! 1234 Washington Street Somersville Heights 000,000,0000 www.namewebsite.com

#### The Prime Grill

Make your holiday reservations today!

1234 Washington Street Somersville Heights 000.000.0000

#### Luna Lounge

Plan your holiday party with us!

1234 Washington Street Somersville Heights 000.000.0000 www.namewebsite.com

#### Whimsy Cards & Gifts

2015 holiday collectibles are here!

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

#### Somersville **General Store**

Gifts for every holiday budget!

1234 Washington Street Somersville Heights 000,000,0000

AD# N1511A43001C AD# N1511A43002C 10 x 13

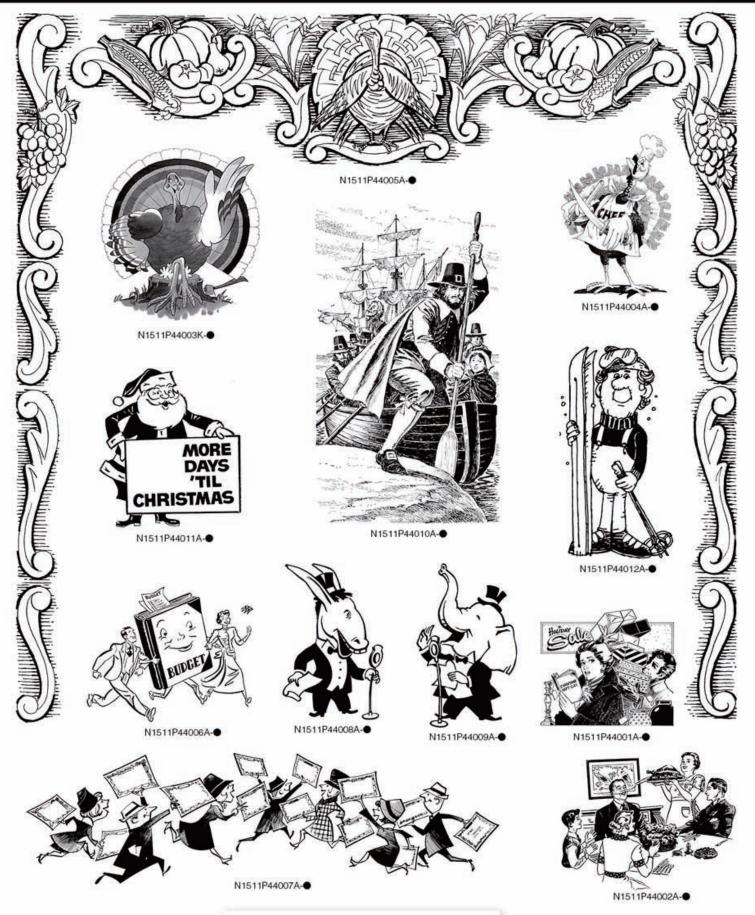
PASS 6 COL x 21

#### "SHOP LOCAL" SUPPORT

This month, find a fullpage "Have Yourself a Merry Local Christmas\* layout designed to increase exposure for local businesses by publicizing their holiday shopping goods and services. It can easily be adapted to accommodate community events or featured advertisers.

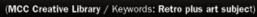
Promoting local shopping is more than an economic necessity in many areas; it has become a source of community pride. Look for two additional "shop local" pages each month for a variety of advertiser categories, so you can keep a local campaign going. Many have companion Web ads ready to present for combo package buys, too.

## METRO Retro



MCC Image Type: line art
MCC Keyword Hints: retro, Thanksgiving, election, Christmas

METRO® Newspaper Service





# METRO Templated Special Sections

Bonus images available in the Images Library:







N1511P46008C-

N1511P46003C-





N1511P46007C-●

N1511P46009C-









N1511P46002C-

N1511P46005C-

N1511P46001C-● N1511P46006C-●

#### 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 postcard to invite advertisers

to participate in your section are also included in the package. Adapt the postcard to an ad, or create a reader version to promote the upcoming section. View this month's Giving Back Templated Special Sections package in MCC. If you like what you see, call 800-223-1600 or email service@metro-email.com to order and grow your special sections revenue!







Bonus images available in the Images Library:









N1511P47007C-















N1511P47002C-

N1511P47006C-

N1511P47004C-

N1511P47005C-

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

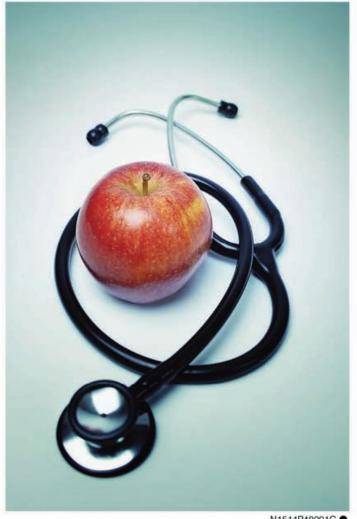
Want to grow your special sections program and ad sales, starting now? With Metro's fully templated print sections, you can (online versions also available). These beautifully designed 24-page sections come complete with professionally written articles and eye-catching imagery surrounded by a wealth of ad positions. PLUS, a sales sheet and self-promotion postcard to invite advertisers

to participate in your section are also included in the package. Adapt the postcard to an ad, or create a reader version to promote the upcoming section. View this month's Dining & Entertaining Templated Special Sections package in MCC. If you like what you see, call 800-223-1600 or email service@metroemail.com to order and grow your special sections revenue!











N1511P48002C-



N1511P48001C-



N1511P48007C-



N1511P48003C-



N1511P48008C-

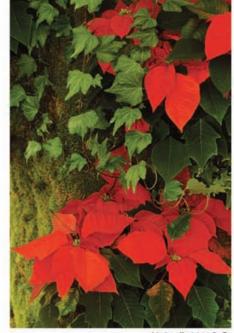


N1511P48005C-



N1511P48004C-







N1511P49002C-

N1511P49009C-







N1511P49005C-



N1511P49001C-



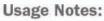






N1511P50007C-

#### N1511P50008C-



Use these backgrounds to help promote fall sales, Thanksgiving events, Veterans Day, Christmas and more. Employ them for individual ads and campaigns, full-page directories, multiple-item merchandise ads, event schedules, cover designs ... and more.

(MCC Creative Library / Image Type menu: "background")



N1511P50003C-



N1511P50010C-



N1511P50013C-N1511P50012C-0 \*



N1511P50009C-



N1511P50011C-



N1511P50002C-N1511P50001C-



N1511P50006C-



N1511P50005C-N1511P50004C-

# N1511P51001C-

#### Usage Suggestions:

Use this weathered wood and leaf photo as a background or page header for all types of fall sales ads and guides, fall events and Thanksgiving preparation ads, and more, in print and online.



#### Usage Suggestions:

Fall gardening ads, antique stores, home furnishings and furniture store ads, and more, can employ this banner photo. Use it as a background or page header in your print and online ads and pages.



#### Usage Suggestions:

Nothing says "fall" like a grouping of colorful leaves. Virtually any fall ad can use this photo background, from restaurants to paint stores, fashion boutiques to auto dealers, and everything in between.



#### Usage Suggestions:

Try this rustic pumpkin and leaves photo background as a print or online page header for Thanksgiving dining guides, dry cleaners seasonal specials, interior designer ads, farmers' markets, and more.



#### Usage Suggestions:

This weathered wood photo background is ideal for all types of fall home improvement and gardening ads, truck sales, Western clothing, equestrian tack and supplies, and more.



#### Usage Suggestions:

A clothespinned leaves background is great for fall clothing storage specials, appliance sales, cleaning supplies, and more. Use it as a background or focal image in print or online ads or pages.





N1511P53004C\*-O

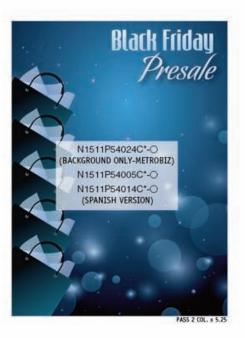


#### **Usage Note:**

These frame-andheading 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. Select "ad starter" from the Image Type pull-down menu or type "MetroBiz" as a keyword in the MCC Creative Library to search and download these items.





















MCC KEYWORD HINT: metrobiz N1511P55001C\*-O



MCC KEYWORD HINT: metrobiz N1511P55002C\*-O



MCC KEYWORD HINT: metrobiz N1511P55003C\*-O -



MCC KEYWORD HINT: metrobiz N1511P55004C\*-O



MCC KEYWORD HINT: metrobiz N1511P55005C\*-O



MCC KEYWORD HINT: metrobiz N1511P55006C\*-O



N1511P55007C\*-O





**Usage Note:** 

MetroBiz, banner, fall, autumn, winter, home improvement, gardening, Veterans Day, Thanksgiving, Christmas

Use these timely frames in print inserts, ads or online ads and areas. Items that Metro creates to help you expand your printing business are keyworded as "MetroBiz" for your convenience in searching and downloading. 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.



(MCC Creative Library / Image Type pull-down menu: "Icon Set")



MCC KEYWORDS: ICON SET, CHRISTMAS

N1511S56001C\*-O



MCC KEYWORDS: ICON SET, CHRISTMAS N1511S56002C\*-



MCC KEYWORDS: ICON SET, THANKSGIVING N1511S56005C\*-○



MCC KEYWORDS: ICON SET, FALL LEAF REMOVAL N1511S56004C\*-



MCC KEYWORDS: ICON SET, DAIRY N1511S56003C\*-O













N1511S57037C\*-O

#### **Keyword Hints:** Individual elements in Icon Sets are keyworded as "icon" and "symbol." Use either, along with another keyword, to quickly find what you need. To search for borders, select

MCC

"border" from the Image Type menu along with your keyword(s) in the Search box. Try keywords of "Thanksgiving," "Black Friday," "Veterans Day" and "Christmas" to access borders on this page in the MCC Creative Library. Click "Exact Match" when using more than one keyword.



N1511P57003C\*-O













N1511P57014C\*-O









N1511P57015C\*-O











N1511P57017C\*-O









N1511P58003C-



N1511P58008C-



N1511P58007C-

N1511P58006C-









N1511P58021C\*-O N1511P58022C\*-O

N1511P58019C\*-O

N1511P58018C\*-O

N1511P58017C\*-O

N1511P58020C\*-O







N1511P58002C-



N1511P58009C\*-O N1511P58010C\*-O









58



Doors Open at 7AM FRIDAY, NOVEMBER 27

Save Through Sunday

Take a sneak peek at what's in store:

up to **60%**Off Jewelry & Watches

up to 50%Off Kids' Toys & Games

40%Off **Boxed** Greeting Cards

Fragrance Gift Sets \$14.99 & up

Ladies' **Cashmere Gloves** 

Only \$24.99

Men's **Sport Coats** Only **\$79** 

Kids' Pajama Sets \$9.99

BOGO 50%Off 2015

Collection **Ornaments** 

## Somersville General Store

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

**Doorbuster Bonus Savings Pass** 



Get your **mobile** 空间 **coupon** here!

## Save an **EXTRA 10%** OFF

Your Total Black Friday Purchase • 7AM-9AM Only

Somersville General Store

1234 Washington Street 000-000-0000

AD# N1511A59001C PASS 6 COL x 21 AD# N1511A59002C 10 x 13







N1511P60005C-







N1511P60007C-

N1511P60008C-

N1511P60009C-



N1511P60003C-



N1511P60004C-



NOVEMBER 2015

N1511P60002C-



N1511P60001C-







N1511P61007C-

N1511P61008C-





N1511P61004C-

N1511P61005C-



N1511P61002C-



N1511P61003C-



N1511P61001C-



N1511P61006C-







N1511P62002C-



N1511P62004C-



N1511P62010C-



N1511P62008C-



N1511P62005C-



N1511P62001C-



N1511P62003C-



N1511P62006C-





N1511P62009C-





### Thanksgiving Dinner Specials

served with a bowl of our homemade butternut squash soup or autumn salad

#### Millbrook Inn Restaurant

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

Private Holiday Parties Welcome For details about our party packages and available dates, please contact our events manager at 000.000.0000 or name@namewebsite.com today.

Traditional Roast Turkey served with green beans, mashed potatoes, stuffing, gravy and fresh cranberry \$22

Rosemary-Garlic Lamb Chops served with seasoned potatoes and roasted Brussels sprouts \$28

Grilled Salmon served with a lemon dill sauce, rice pilaf and roasted vegetable medley \$25

Vegetarian Shepherd's Pie topped with our famous mashed potatoes and mushroom gravy \$19

Roasted Pork Loin served with cranberry-walnut stuffing and roasted root vegetables \$20

Prime Rib served with rosemary potatoes and grilled baby carrots \$29

Kids' Turkey Dinner Only \$9.99

AD# N1511A63001C PASS 6 COL x 21 AD# N1511A63002C 10 x 13











N1511P64002C-

N1511P64005C-

N1511P64008C-

N1511P64003C-

N1511P64001C-0











N1511P64010C-



N1511P64006C-



N1511P64009C-



Affordable & Delicious

From spiral-sliced hams to tender turkey, creative appetizers and classic sides, our gourmet catering services make holiday entertaining easy!





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

Hease place all Thanksgiving catering orders by Friday, November 00.



















N1511P65005C-

N1511P65010C-0





N1511P65006C-



Carving Stations Turkey & Stuffing Vegetables | Pasta | Seafood Soup & Salad | Dessert Bar

AD# N1511A65001C PASS 6 COL. x3



METRO Newspaper Service



N1511P66017C-PUMPKIN PIE



N1511P66013C-CHOCOLATE PUDDING



N1511P66012C-PARFAIT



N1511P66011C-CHICKEN NOODLE SOUP



N1511P66008C-OIL & VINEGAR



N1511P66005C-NUTRITION



N1511P66016C-GUACAMOLE



N1511P66003C-HOMEMADE BREAD



PECAN DANISH



N1511P66023C-TOFU



N1511P66020C-**POMEGRANATE** 



N1511P66025C-♦

CRANBERRIES

N1511P66036C-♦ **DEVILED EGG** 



N1511P66024C-◊ DONUTS



N1511P66031C-<> POMEGRANATE



N1511P66019C-PECAN PIE



N1511P66014C-TURKEY DINNER PLATE



N1511P66033C-<> MIXED FRUIT



N1511P66034C-♦ TURKEY DINNER PLATE



N1511P66018C-PECAN TARTS



N1511P66010C-CHICKEN NOODLE SOUP







DAIRY PRODUCTS



N1511P66002C-CRANBERRIES



N1511P66004C-HOMEMADE BREAD



N1511P66001C-DONUTS



N1511P66026C-Q

CHICKEN NOODLE SOUP



N1511P66030C-◊ PECAN PIE



N1511P66007C-OIL & VINEGAR



N1511P66022C-**DEVILED EGGS** 



N1511P66009C-CUP OF CHICKEN SOUP



N1511P66029C-◊ CHOCOLATE PARFAIT



N1511P66015C-TURKEY SANDWICH



N1511P66021C-TURKEY PLATTER







Red Delicious

\$1.19 B.

\$2.99 B.

Name Brand Vegetable Broth quart size

\$2.79

Name Brand Biscuit Mix 20 oz.

\$1.79

Name Brand Wild Rice

\$2.19 B.

20 oz. bag

Apples

Mixed Salad Greens

Low Prices on Turkey & All the Trimmings

Turkey 59¢ lb.

Spiral-Sliced Half Ham \$2.49 lb.

Boneless Pork Loin \$2.99 lb. **Bottom Round** Rump Roast \$1.99 lb.

Atlantic \$6.99 lb.

Peeled Cooked Shrimp \$7.99 lb.

Potatoes 19¢ 1b. Name Brand Stuffing Mix 12 oz. box

Crisp

Broccoli or

Cauliflower

99¢ 1b.

Baby Potatoes

Russet

\$2.89 16.

Bunch Carrots \$1.29 16.

Yellow

Onions

Fresh Celery

39¢ 1b.

79¢ ea.

Name Brand Turkey Gravy 16 oz. jar \$2.19

Name Brand Cake Mixes

\$1.99

Name Brand Chicken Stock quart size

\$2.99

\$2.99

22 oz.

Name Brand Premium Butter 1 lb. box \$2.99

Name Brand Shredded Cheese 5.8 oz.

\$1.89

Shop Great Gifts for Holiday Hosts

Name Brand Snack Chips 9.25 oz. 2 for \$3

From Our Florist!

Like us at facebook.com/marketgrocery for holiday entertaining inspiration!

Advertised offers good November 00-00, 2015. List details, terms and or bers. List details, terms and conditions here. List details, terms and conditions here.

Open Christmas Eve Sam-4pm • Closed Christmas Day

N1511P22003C-

Salmon Filets

Holiday Helpers From Our Bake Shop Service Deli



N1511P65003C-● N1511P66030C-◇

Family-Size Holiday Pies

\$5.99 each

Party Platters starting at only \$14.99

Market Grocery

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

PASS 6 COL x 21

AD# N1511A67001C AD# N1511A67002C

N1203P46009C\*-O

## METRO canada



N1511P68029C\*-O



(YELLOWKNIFE AURORA VILLAGE) N1511P68014C-



N1511P68031C\*-O



N1511P68030C-



N1511P68015C\*-O



N1511P68009C\*-O



N1511P68026C\*-O



N1511P68028C\*-O





N1511P68020C\*-O







N1511P68019C\*-O

N1511P68016C\*-O



MCC KEYWORD HINT: metrobiz N1511P68017C\*-O



N1511P68006A\*-O



(WINTER TUNE-UP) N1511P68021C\*-O





N1511P68013C\*-O





N1511P68007A\*-O



N1511P68018C\*-O

Remembrance Day

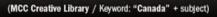
(LET'S REMEMBER) N1511P68022C\*-O



(BOOK YOUR CHRISTMAS PARTY!) N1511P68023C\*-O



(BEAUTIFUL AT CHRISTMAS) N1511P68025C\*-O





N1511P69001CMONTREAL CITY HALL



N1511P69005C-● RIDEAU CANAL AT SUNSET



N1511P69007C-●
VERMILION LAKES, BANFF NATIONAL PARK



N1511P69008C-● STETHOSCOPE WITH CANADIAN FLAG



N1511P69010C-● POLAR BEAR CUB



N1511P69002C-● CHURCH ON GATINEAU WATERFRONT, QUEBEC



N1511P69009C
TRAIN STATION IN DOWNTOWN TORONTO



N1511P69006C-● WOODEN DOCK ON LAKE



N1511P69004CTRAIN



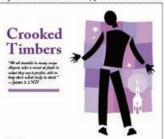
N1511P69003C-● OTTAWA'S NATIONAL WAR MEMORIAL

N1511P70007C\*-O N1511P70003C\*-O

## METRO Spiritual

#### MCC KEYWORD HINT: week2

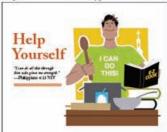
This is your illustration and copy for November 12 2015.



AD# N1511A70002C

#### MCC KEYWORD HINT: week3

This is your illustration and copy for November 19, 2015.



AD# N1511A70003C

#### MCC KEYWORD HINT: week4

This is your illustration and copy for November 26, 2015.



AD# N1511A70004C

N1511P70006C\*-O N1511P70002C\*-O





N1511P70009C\*-O

N1511P70005C\*-O N1511P70001C\*-O



N1511P70004C\*-O N1511P70008C\*-O

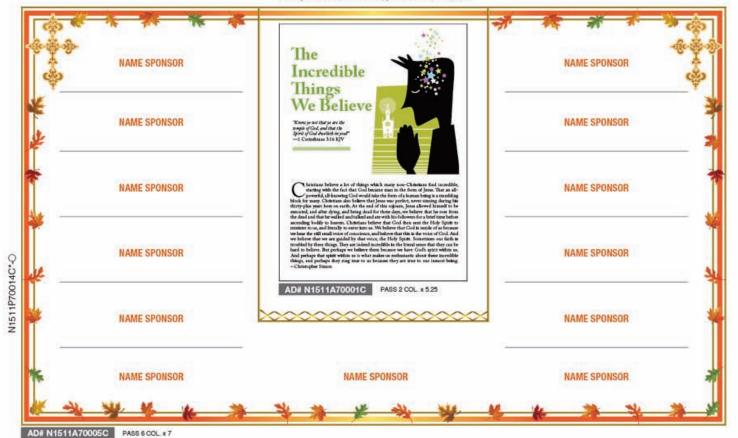
#### MCC KEYWORD HINT: week1

This is your illustration and copy for November 5, 2015.





N1511P70011C\*-O



Cada mes Metro ofrece una variedad de titulos en español, estos pueden ser encontrados en la biblioteca de imagenes de MetroCreativeConnection, usando "Spanish" como palabra clave. (Each month Metro presents a selection of Spanish headings.)

(MCC Creative Library / Keyword: "Spanish" / Image Type pull-down menu: "heading")







(WINTER FASHION)

N1511P71010C\*-O



(CELEBRATE VETERANS DAY) N1511P71009C\*-O

(SHOP LOCAL) N1511P71003C\*-O







(TIME TO BE GRATEFUL) N1511P71007C\*-O



(HAPPY THANKSGIVING) N1511P71006C\*-O



(DAY OF THE DEAD) N1511P71004C\*-O



(I WILL VOTE) N1511P71001C\*-



(CHRISTMAS GIFTS) N1511P71005C\*-Ó

#### METRO **Events**

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 pull-down menu: "heading").



N1511P71030C\*-O







NATIONAL AWARENESS MONTH

N1511P71020C\*-O



Lung Cancer

N1511P71018C\*-O

5MOK€OUT

N1511P71011C\*-O N1511P71012C\*-O



N1511P71019C\*-O



N1511P71028C\*-Q N1511P71029C\*-O





N1511P71013C\*-O N1511P71014C\*-O



N1511P71032C\*-O N1511P71033C\*-O



N1511P71027C\*-O



õ NOVEMBER 20-26

N1511P71024C\*-O N1511P71025C\*-O Thanks to your feedback, we've included a number of customer-requested art, headings, photos and spec ads in our service. Have a request? Share your suggestions by e-mailing us at service@metro-email.com!

(MCC Creative Library / Keywords: Art Subject)



## The NEW Metro Creative Connection More Intuitive. Streamlined. Inspirational.



We've redesigned our Web experience to help you make even more money with easier access to Metro's creative imagery and compelling ad solutions. Our innovative, interactive SearchBook™ is a new paradigm for accessing the latest Metro content. Intuitive navigation leads you to ideal search results. New image and design screens will inspire better ads that deliver better results. We've linked print, Web and mobile ads so you can build effective multi-platform campaigns. And more...

#### SearchBooks give you instant access.

Images, designs and ideas in a unique presentation designed to inspire.

Metro brings you new material each month to support your ad sales efforts. Our new SearchBooks, combined with new search tools, make it easier than ever for creative and sales pros to find and use art, photo and design resources that will be effective and profitable for your advertisers.

#### Creative stimulation. Expanded results.

All of the resources you need, easily accessed and all in one place.

Take your creativity and ad sales to the next level with expanded search results that join images and ad designs.

Helpful HoverLinks display preview and download options and let you access similar and related material that
logically expands your results.

#### Forward thinking. Ahead of the curve.

Ready to meet the needs of your most demanding advertisers.

Today's advertisers are looking for help with their marketing and cross-platform media efforts. Find Multi-Platform Ad Packages that deliver complete campaigns including print, Web and mobile in the new Creative Library. You now have coordinating ads for your top advertiser categories that can be easily customized and presented.

Take a tour now and experience all of the incredible improvements and new designs we've developed just for you.



PP. 01-72

#### METRO NEWSPAPER SERVICE

The most festive tope of the year is here with November MNS! Look for crisp sales apportunities for Thanksgiving, the beginning of winter, Veterins/Remembrance Day, Black Friday, Christmas gifting and more. Got even more great topics to sell in the online MCC Creative Library.



PP. 73-80

#### MIAD SPEC AD LIBRARY

Smaller-space advertisers are the foundation of your ad sales. Garner more perennial revenue with spec ads for Holiday Gifts & Ufestyle advertisers. Presented in this book and available for viewing and downloading as a PDF online in the SearchBooks', MIAD Spec Ad Ubrary is your best resource for closing more small-space ad sales.



Issue PP. **81-93** 

PP. 81-93

#### CAMPAIGNS & CLASSIFIED

Hit fin fourth quarter running with a ready to-present mix of multiple-ad campaign selling, ready to-sell timely and seasonal auto layouts, recruitment, real estate, self-promo ads and Web ads. Campaigns & Classified is presented quarterly in this book and available as an online e-Edition.



Metro Creative Graphics, Inc. 519 Eighth Avenue, New York, NY 10018 PRSRT STD US POSTAGE PAID SOUTHERN, MD PERMIT 4205

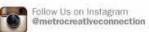


Tour the NEW
MetroCreativeConnection:
newmcctour.com









800.223.1600 metrocreative connection.com