

# Metro Resources Work Together to Help You Create, Sell & Profit

## MCC Ad Search:

Search for ads in *Metro Creative Connection (MCC)* to start the conversation with potential advertisers, reconnect with inactive accounts, and get clients excited about how their ad might look. When an ad has been sold for final production, choose from InDesign® or Quark XPress® formats to complete the process.

Remember, it's always easier for people to visualize in color. Present color spec ads to your prospects, even if they will eventually run in black & white in your print editions. You can always present a black & white proof once the ad is sold. Search for specific ad sizes, or open your search for expanded results. Presenting ads in a larger size than originally conceptualized and budgeted can help upsell large ad spaces, as well.



## MCC Image Search:

Put your own creative stamp on your ads from the concept stage. A search for images can be the perfect place to start when thinking about cultivating new prospects. Use specific keyword searches, or browse categories for a serendipitous discovery. You'll find that the more you exercise your creative muscles by thoughtfully examining images, the more possibilities will present themselves. For example, many photos of people pictured doing everyday things are useful for a wide variety of advertisers. A child playing on a floor may help highlight flooring. A couple smiling while taking a selfie could be the start of a dental — or optical — campaign. A family cooking together in the kitchen could be employed for everything from home improvement remodeling to heating and cooling, life insurance, and more. Your goal is to locate an image to which a specific advertiser can relate their products or services. Presenting images to your prospects that are not yet developed into spec ads can help you discover their business personality, as well. A shortcut search to viewing these types of photos is the keyword, "lifestyle."

## MiAD Wizard Customization:

With the *Wizard*, you can upload an advertiser's logo and enter address info for a truly customized ad to present in person or send by email. You can open an MCC spec ad in *MiAD® Wizard* directly from an MCC ad search by clicking the *Open in MiAD Wizard* wand icon link. Keep in mind that the role of any spec ad is to start a conversation that leads to the sale of ad space, not necessarily to sell the ad that is presented. Either way, MCC has you covered. Production files can be downloaded directly from your *Wizard* saved *Presentations*, or the original elements are always available in MCC.

The more you know about MCC and all the Metro resources available to you, the more you'll be able to do for your prospects and existing clients. For quick refreshers or to learn something new, visit the *Video Tutorials* accessed from under the *Support* menu in MCC, or schedule to participate in a webinar on a variety of subjects. Check your weekly emails for inspiration and timely ideas to adapt to your market, too. Plus, Metro's Client Services team is eager to help, and always just a call away at 800-223-1600.

**Create, sell and profit** is more than our tagline — it's our mission to partner with you, so you reach your goals quickly and efficiently. **M**

