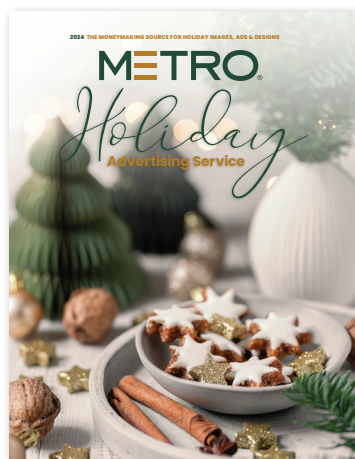


Maximize Revenue & Community Engagement With Every Holiday Advertising Service Feature

Now that you've taken the first step toward a more profitable holiday selling season, maximize returns by making the most of every benefit this program provides. **Here's a look at everything that's included in your 2024 Holiday Advertising Service:**



- **All-new greeting ads** for Christmas and the New Year, plus Thanksgiving, Hanukkah and Kwanzaa, as well as promotions for local holiday shopping and community events
- **Access to the Metro Creative Connection Holiday archive** for more than 10,000 additional ad and image options
- **Four ready-to-publish Themed Special Sections** with ad spots you can present to advertisers
- **FREE access to MiAD Wizard®** to instantly customize spec ads with advertiser info or logos
- **Email marketing (e-card)** that's ready to personalize and send directly to prospective advertisers
- **Online SearchBook®** and available print book



These Four Complete Special Sections Are Included Free With Your Holiday Advertising Service!



Enter your info to customize and **send this e-card to sales prospects instantly!**

Effective and efficient searches are the key to maximizing your time. **Try these power user tips to quickly locate and download the content you want.**

MCC tips:

- **Limit your searches to just the Holiday Advertising Service** by selecting it under the MCC SERVICE filter. You can also search only for black-and-white (or color) images or ads using your filters.
- You can always get specific with words like *reindeer, wreath, Santa, elf, angel, etc.*, when

searching for images or ads. **Click Exact Match to perform multiple word searches.**

- **Clicking any SearchBook page will bring you directly to that content in MCC.**
- **Religious can be used as a keyword**, or more specific, *Nativity, three kings (Exact Match), angel, manger, etc.*

- **Use the Ad Size and Ad Type filter menus** to get specific sizes and types of ads.

- **QuarkXPress® or InDesign® layout formats are available for each ad.**

- For further reference **check out Holiday Advertising Service video** tutorials found under the *Support* menu.

MiAD Wizard tips:

- Since many *Holiday Service* ads are designed to be adopted by a variety of advertisers, **you can use the keyword sponsor with specific words.** For example, type the keywords *Christmas, sponsor, wreath* and click the *Exact Match* button to see those specific *Holiday Service* ads.



- **You can upload, size and place advertiser logos** directly in the Wizard screen.
- **You can make presentations with multiple personalized ad choices** to show options to your prospects.
- You can **download a high-resolution PDF.**