

CREATE. SELL. PROFIT.

METRO[®]

WIZARD SPEC AD LIBRARY

JANUARY'S PRINT & WEB ADS:

Health & Wellness
Weddings



Mood, Mood & Movement

Try a dance class for free!
Visit us online to learn more or register for your free trial class.

City Dance Studio
1214 New Hope Road
Lynchburg, VA 24502
508-830-0002
www.citydancestudio.com



Skiny Shots

Talk to us about the latest weight-loss injections!

Free Consultation!

Medical Weight-Loss Clinic
1214 New Hope Road
Lynchburg, VA 24502
508-830-0002
www.skinyshots.com



Enjoy Your Antioxidants

Our vitamin-rich berries are a guilt-free pleasure!

**Fresh Pressed Juices
Blended Smoothies
Healthy Snacks**

Juice & Smoothie Shop
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Lynchburg, VA 24502
508-830-0002
www.juiceandsmoothie.com

THEMED SPEC ADS

- Ready to Personalize in MiAD[®] Wizard for Sales Presentation
- Designed to Coordinate With Themed Special Sections & Editorial Features

2025 WIZARD SPEC AD LIBRARY AD THEMES SCHEDULE

JANUARY

Health & Wellness
Weddings

MAY

Senior Living
Local Services

SEPTEMBER

Fall Home
Senior Health

FEBRUARY

Spring Home
Senior Living

JUNE

Weddings
Summer Fun

OCTOBER

Holiday Gifts
Breast Cancer Awareness

MARCH

Children's Health
Car Care

JULY

Outdoor Living
Our Neighborhood

NOVEMBER

Holiday Season
Kids & Family

APRIL

Home Interiors
Celebrations

AUGUST

Back to School
Emergency

DECEMBER

Winter Fun
Money Matters

METRO'S FILE NAMING SYSTEM AT A GLANCE

Service indicator.
S = Wizard Spec Ad Library
N = Metro Newspaper
Service
C = Campaigns & Classified
H = Holiday Advertising
Service

Month indicator.
two-digit field to
indicate month
(1 through 12).

Page Number.
two-digit field to
match the page in
the printed guide.

Color Type.
one-digit field to
indicate color
(C = color, K = b&w).

S2501P01002K.TIF

Year indicator.
two-digit field to indicate
the year
(i.e., 19 = 2019).

File indicator.
one-digit field
to indicate the type
of file (P = picture
[photo or graphic],
A = ad, T = text,
W = Web ad).

Unique to File.
three-digit field
that is unique to
the item.

Extension.
three-digit field
that indicates
the file format
(TIF, eps, TXT,
jpg, QXP, indd).


○ EPS art file format

● TIFF art file format

◇ Photoshop® EPS file format

Sales Reps, Instantly Personalize Any Template From This Book With Metro's Ad Wizard

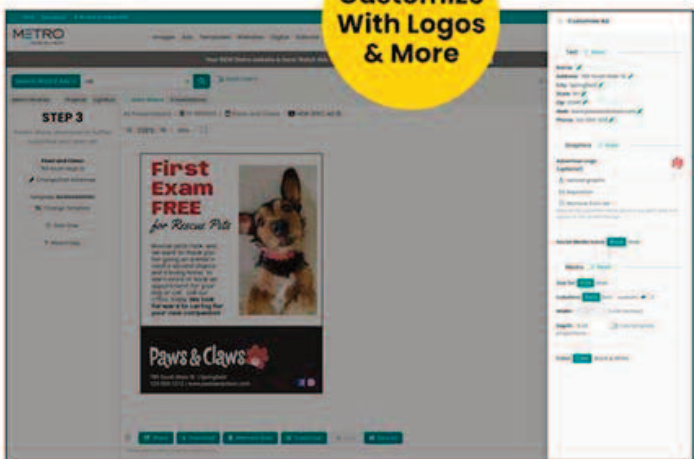
Personalize spec layouts for presentation by email or in person, then email the presentation with notes to your creative team to streamline the production process and minimize revisions. Pay pennies on the ad for personalized print and web designs that will help you close more sales!

 **Click Here** for a DEMO, then contact us for your FREE TRIAL!

Choose From Print & Digital Ad Designs



Customize With Logos & More



Create Presentations to Collaborate With Teams & Share With Clients



Easily personalize presentations and wow advertisers in 3 easy steps!

1. Enter or select from saved advertiser info, including logos.
2. Search spec ads with keyword(s), size, orientation and companion web ad filters to automatically personalize your selection.
3. Share presentations by email, or present to clients directly on your tablet or laptop.

The Ads in This Book Coordinate With Metro's Newest Themed Special Sections & Editorial Features

"We have used Metro's themed sections to generate thousands of dollars of local revenue."

– Clinton Herald, Iowa

AVAILABLE NOW BY SEPARATE PURCHASE

**New Customers,
Pay Only \$95 for Your First Section**

* Pricing From Just \$75 Monthly When You Add an Unlimited Subscription!



>> [Click here to Preview](#) This Section
>> [Click to Purchase](#) or Get Pricing



>> [Click here to Preview](#) This Section
>> [Click to Purchase](#) or Get Pricing

Metro's print and digital sections are ready to run and easy to customize, so you can save time and sell more!

- Flexible, copyright-free content
- Publish in print or as an online PDF
- Print, digital and social media marketing included

[> Click Here to Learn More About Metro's Themed Special Sections and See the Full 2025 Schedule](#)

Freestanding Editorial Features Are Already Included With Your Current Metro Subscription!
Use them to build pages and sell native or adjacent advertising.

>> [Click here](#) for your latest wellness features
>> [Click here](#) for your latest bridal features

Wedding & Event Rentals

When every detail counts,
you can count on us to
think of everything!

N1701P46006C-●

N1701P46004C-●

N2005P59006C-●

N2207P34006C-●



Party Tents | Farm Tables
Chairs & Covers | Tableware & Linens
Centerpieces | Lounge Sets
String Lights | Ceremony Arches
Bars & Shelving | Lawn Games
Backdrops | Dance Floors
Area Rugs | Photo Booths
Umbrellas | Decor & Accessories

*Browse our exquisite collection of
rental furniture and decor online.*



Call or visit us online to learn more
about our packages and pricing.



Event Rentals Unlimited

1234 Washington Street
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www.namewebsite.com

AD# S2501A03001C

PASS 3 COL. x 9.5



Leaderboard
728 x 90



Wedding & Event Rentals

When every detail counts, you can count on us to think of everything!
Photo Gallery & Pricing

Event Rentals Unlimited
000-000-0000

NEWS

Small text columns representing news content.

In addition to today's most commonly used web ad sizes, these cross-platform packages also include an ad sized for mobile advertising.

Wedding & Event Rentals

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Event Rentals Unlimited 000-000-0000

Photo Gallery & Pricing

Rectangle 300 x 250

NEWS

Wedding & Event Rentals

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Event Rentals Unlimited

1234 Washington Street
Somerville, MA 02145
000-000-0000
www.ourwebsite.com



Mobile Wide 320 x 50

AD# S2501A03001C 3 COL. x 9.5


WEDDING GOWN

Consignment, Rental & Purchase

Exquisite style. Top designers. Premium quality.

Find everything you want in a wedding dress, for less.

We offer full-service gown and accessory rentals, which includes alterations and cleaning, making the entire process green, affordable, convenient and fun!

 **By Appointment Only**
Please call or visit us online to book.

Boutique Bridal Consignments

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www.namewebsite.com

N2105P24006C-●

AD# S2501A05001C

PASS 3 COL. x 4.5



WEDDING GOWN

Consignment, Rental & Purchase

**Exquisite style.
Top designers.
Premium quality.**

Book an Appointment

Boutique Bridal Consignments

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Somerville Heights

Rectangle 300 x 250

WEDDING GOWN

Book an Appointment

Consignment, Rental & Purchase

Boutique Bridal Consignments

1234 Washington Street

Mobile Wide 320 x 50

WEDDING GOWN

Consignment, Rental & Purchase

**Exquisite style.
Top designers.
Premium quality.**

Book an Appointment

Boutique Bridal Consignments

1234 Washington Street
Somerville Heights

Leaderboard 728 x 90

The Look You'll
Love

Skin Care • Injectables • Laser Treatments • PRP • IV Therapy

Ask about our incredible package deals for brides, couples and wedding parties!

Free Consultation

Cosmetic Medical Spa

1234 Washington Street | Somersville Heights
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AD# S2501A06001C

PASS 2 COL. x 3



The Look You'll
Love

- Skin Care • Injectables
- Laser Treatments
- PRP • IV Therapy

Wedding Package Deals

Cosmetic Medical Spa

1234 Washington Street
Somersville Heights



Rectangle 300 x 250

The Look You'll
Love

Wedding Package Deals

Cosmetic Medical Spa

1234 Washington Street



Mobile Wide 320 x 50

The Look You'll
Love

- Skin Care • Injectables
- Laser Treatments
- PRP • IV Therapy

Wedding Package Deals

Cosmetic Medical Spa

1234 Washington Street
Somersville Heights



Leaderboard 728 x 90

CHEERS!

The best variety and value for your wedding celebration!
Champagne • Sparkling • Wine • Craft Beer • Spirits • Signature Cocktails

Call to set up your free consultation and tasting.

Avenue Wine & Spirits

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Somersville Heights
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www.namewebsite.com



AD# S2501A06002C

PASS 2 COL. x 3



CHEERS!

The best variety and value for your wedding!
Champagne • Wine • Craft Beer • Spirits

Create a Signature Cocktail

Avenue Wine & Spirits

1234 Washington Street
Somersville Heights



Rectangle 300 x 250

CHEERS!

Create a Signature Cocktail

Avenue Wine & Spirits

1234 Washington Street



Mobile Wide 320 x 50

CHEERS!

The best variety and value for your wedding!
Champagne • Wine • Craft Beer • Spirits

Create a Signature Cocktail

Avenue Wine & Spirits

1234 Washington Street
Somersville Heights



Leaderboard 728 x 90

N2407P42002C-◇



Simply Beautiful Weddings

Receptions • Ceremonies • Rehearsal Dinners • Showers



Call or contact us online to chat with our wedding coordinator or schedule a tasting.

The Gables Event & Banquet Hall

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AD# S2501A07001C

PASS 3 COL. x 3



Rectangle 300 x 250



Mobile Wide 320 x 50



Leaderboard 728 x 90

Health & Wellness

Every Day, Every Way

Making healthy habits a part of your daily routine can be fun and enjoyable, and lead to a more fulfilling life!



S2501P08001C*-O


S2501P08003C*-O




Eat a Rainbow of Fresh Foods
Ensure you eat a variety of fresh fruits and vegetables by making colorful choices at the grocery store. Experts recommend eating about five servings of fruits and vegetables daily.



Schedule Preventive Healthcare
Stay up to date on annual physicals, recommended immunizations and appropriate screening tests based on your age and doctor's guidance.



Keep Moving & Mix It Up
The CDC recommends adults get at least 150 minutes of moderate-intensity physical activity each week, or 75 minutes of vigorous-intensity activity. Varying your routine with different types of movement, from walking or running to dancing, weight training, swimming, hiking, biking and beyond can stave off boredom and keep you motivated.



Exercise Your Brain
Studies show that mental fitness can help slow cognitive decline and improve mood. Practicing a new language, learning a dance or doing a puzzle are a few easy ways to get started. Mindfulness exercises like meditation, yoga or deep breathing can also help lower stress and benefit your brain.



Reconnect IRL
Studies link socializing to longevity, as well as reduced symptoms of depression and decreased feelings of anxiety. Amp up your in-person social interactions by making plans with friends, joining a club or visiting a coffee shop. Chatting with friends or family on the phone can also benefit your mood and mental health.

N2101P37013C*-O S2501P08002C*-O S2501P08005C*-O S2501P08004C*-O

FITNESS CENTER	SOCIAL CLUB	YOGA STUDIO
FARM MARKET	BIKE SHOP	DANCE STUDIO
HEALTH CENTER	ANIMAL RESCUE	SENIOR CENTER

AD# S2501A08001C PASS 3 COL. x 9.5 

N2308P27002C-●

Find the Right "Fit" for You

Explore activities you enjoy, and take the work out of your workout routine!

The possibilities are endless...

Yoga Mats & Starter Kits | Hula Hoops & Active Play
Tennis & Pickleball | Golfing Gear | Hiking & Camping
Bikes & E-Bikes | Free Weights | Fitness Equipment
Athletic Apparel | Running Shoes & Footwear

visit us online, or stop by the store to get inspired and try something new!

**FREE IN-STORE WORKSHOPS
EVERY SATURDAY AT 10AM**

check out our schedule in-store, online or on social media



Hanson Sporting Goods

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N2405P61001C-●
N2301P62005C-●

N2406P65004C-●

AD# S2501A09001C

PASS 3 COL. x 4.5



Find the Right "Fit" for You

...and take the work out of your workout routine!

Free In-Store Workshops

Hanson Sporting Goods
1234 Washington Street
Somersville Heights

Rectangle 300 x 250

Find the Right "Fit" for You

Free In-Store Workshops

Hanson Sporting Goods
1234 Washington Street

Mobile Wide 320 x 50

Find the Right "Fit" for You

...and take the work out of your workout routine!

Free In-Store Workshops

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Somersville Heights

Leaderboard 728 x 90

*Mind,
Mood &
Movement*

Try a dance class for free!
Visit us online to learn
more or register for
your free trial class.

**City Dance
Studio**
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www.namewebsite.com

N2201P66006C-●

AD# S2501A10001C

PASS 1 COL. x 5



Mind, Mood & Movement Try a dance class for free! City Dance Studio 1234 Washington Street

Mobile Wide 320 x 50

Mind, Mood & Movement Try a dance class for free! City Dance Studio 1234 Washington Street Somerville Heights

Rectangle 300 x 250

Skinny Shots

Talk to us
about the latest
weight-loss injections!

Free Consultation

**Medical
Weight-Loss
Clinic**
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www.namewebsite.com

C182QP18003C-●

AD# S2501A10002C

PASS 1 COL. x 5



Skinny Shots Talk to us about the latest weight-loss injections! Free Consultation Medical Weight-Loss Clinic 1234 Washington Street

Mobile Wide 320 x 50

Skinny Shots Talk to us about the latest weight-loss injections! Free Consultation Medical Weight-Loss Clinic 1234 Washington Street Somerville Heights

Rectangle 300 x 250

*Enjoy Your
Antioxidants*

Our vitamin-rich
bevvies are a
guilt-free pleasure!

*Fresh-Pressed Juices
Blended Smoothies
Healthy Snacks*

**Juice &
Smoothie
Shop**
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N2201P60036C-◇

AD# S2501A10003C

PASS 1 COL. x 5



Enjoy Your Antioxidants
Fresh-Pressed Juices • Blended Smoothies • Healthy Snacks
Save \$2 Off
**Juice &
Smoothie Shop**
1234 Washington Street
Somerville Heights

Rectangle 300 x 250

WEB ADS

Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50

Enjoy Your Antioxidants Save \$2 Off Juice & Smoothie Shop 1234 Washington Street

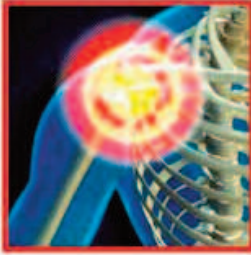
Mobile Wide 320 x 50

Enjoy Your Antioxidants Fresh-Pressed Juices Blended Smoothies Healthy Snacks **Save \$2 Off** Juice & Smoothie Shop 1234 Washington Street Somerville Heights

Leaderboard 728 x 90

N1309P72004C-●

SHOULDERSTUCK?



Let's fix it!

**FREE
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Chiropractic Care
Massage Therapy
Physiotherapy

**Relief
Chiropractic
& Massage**

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AD# S2501A11001C PASS 2 COL. x 4 ★

N1108P18007C-●

JOINTPAIN?



Let's fix it!

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CONSULTATION**

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Massage Therapy
Physiotherapy

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AD# S2501A11002C PASS 2 COL. x 4 ★

N1309P72003C-●

TECHNECK?



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Massage Therapy
Physiotherapy

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& Massage**

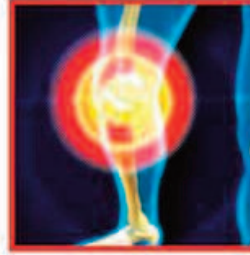
1234 Washington Street
Somerville Heights
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www.namewebsite.com



AD# S2501A11003C PASS 2 COL. x 4 ★

N1309P72002C-●

KNEEPAIN?



Let's fix it!

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Physiotherapy

**Relief
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& Massage**

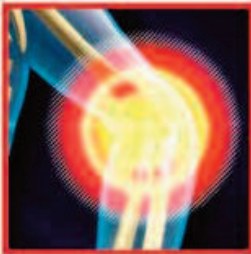
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Somerville Heights
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AD# S2501A11004C PASS 2 COL. x 4 ★

N1309P72006C-●

ACHINGELBOW?



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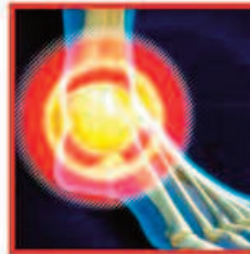
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Somerville Heights
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AD# S2501A11005C PASS 2 COL. x 4 ★

N1309P72001C-●

ANKLEACTINGUP?



Let's fix it!

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Massage Therapy
Physiotherapy

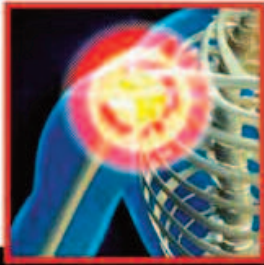
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& Massage**

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AD# S2501A11006C PASS 2 COL. x 4 ★

SHOULDERSTUCK?



Let's fix it!

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Somerville Heights

Rectangle 300 x 250

WEB ADS

Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50



Mobile Wide 320 x 50



Leaderboard 728 x 90

JOINTPAIN?



Let's fix it!

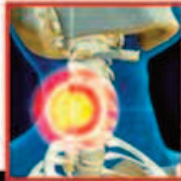
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Somerville Heights

Rectangle 300 x 250

TECHNECK?



Let's fix it!

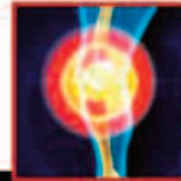
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Somerville Heights

Rectangle 300 x 250

KNEEPAIN?



Let's fix it!

FREE CONSULTATION

Relief Chiropractic & Massage

1234 Washington Street
Somerville Heights

Rectangle 300 x 250



Mobile Wide 320 x 50

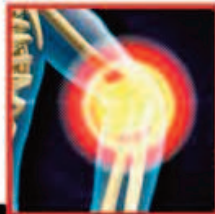


Mobile Wide 320 x 50



Mobile Wide 320 x 50

ACHING ELBOW?



Let's fix it!

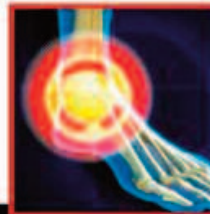
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Somerville Heights

Rectangle 300 x 250

ANKLE ACTING UP?



Let's fix it!

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Somerville Heights

Rectangle 300 x 250



Mobile Wide 320 x 50



Mobile Wide 320 x 50