

# Workshopping Your Holiday Revenue Strategy?

## ✓ Our Good List of Ideas!

- ✓ Quick-Sell 24 Sponsorship Spots in a Calendar-Style Page Featuring 24 Days of Family Fun Ideas (page 13).
- ✓ Create Spec Ads for Retail and Restaurant Events With Heading Designs and Images for a Spirit Stroll, Holiday Open House, Breakfast With Santa, Christmas Dinner, Christmas Sale, Holiday Soiree and More (page 03).
- ✓ Create Spec Ads for Community Events With Heading Designs and Images for a Living Nativity, Bake Sale, Parade, Concert, Market and More (page 05).
- ✓ Create Contest Programs for You or Your Advertisers With Headings and Images for a Candy Cane Guessing Game, Trivia, Door Wrapping Contest, Turkey Giveaway and More (page 07).
- ✓ Quick-Sell 14 Sponsorship Spots in a Kids' Activity Page, Present to One Anchor Advertiser or Pitch a Restaurant Placemat Program (page 10).
- ✓ Build a "Community Events" Page, Starting With the Masthead and Ad Templates Provided (page 12).
- ✓ Present and Sell Your Ready-to-Publish "Christmas Coloring Book" to Sponsor Businesses Serving Families (page 14).
- ✓ Present and Sell Your Ready-to-Publish "Holiday Fun & Games" Special Section to Any Sponsor Business (page 15).
- ✓ Present and Sell Your Ready-to-Publish "Holiday DIY" Guide to Art, Craft, Hardware, Cooking, Baking and Creative Prospects (page 15).
- ✓ Present and Sell Your Ready-to-Publish "Home for the Holidays" Special Section to Advertisers Focused on Holiday Products, Services and Offers (page 14).
- ✓ Use Any of Your Special Section Layouts and Spreads to Create Page Runs and Related Ad Campaigns in Your Publication All Season (page 14).
- ✓ Run Sections and Pages Online to Upsell Print and Digital Packages or Save on Printing Costs (page 14).
- ✓ Get Inspired by Special Sections That Generated Over \$80K in Revenue for Peer Publications (page 16).
- ✓ Fill Sections or Daily Pages With All-New Holiday Greeting Ad Templates, Building Eye-Catching Pages With Masthead Designs for Dining, Shopping, Christmas, Thanksgiving, the New Year and More (page 57).
- ✓ Present Returning Advertisers With Fresh Ad Design Options to Ensure They Get Noticed.  
**Pro tip:** MiAD Wizard (included with your Holiday Advertising Service) makes it easy to personalize your favorite Holiday ads with a business's logo and email them as a professional presentation.
- ✓ Browse the "Specific Advertisers" Section of Your SearchBook to Kick Off Your Prospects List (page 38).
- ✓ Use the Cover Designs Provided to Build Your Own Greetings Section, Guide to the Holidays or Letters to Santa Edition (page 09).
- ✓ Upsell Any Print Ad as a Package Deal Using the Coordinated Web Ads Provided. **Pro tip:** Use the Ad Medium filter on your Metro site to search web ads.
- ✓ Offer Social Media Cross-Promotion, or Sell or Bundle the Ready-to-Post Tile Designs Provided (page 31).
- ✓ Quick-Sell Multiple Advertisers With a "Shop Local" Page Layout (page 11).
- ✓ Upsell Christmas Package Deals With Greeting Ad Templates for Thanksgiving, Hanukkah, Kwanzaa and the New Year.
- ✓ Create Nostalgic Features With Metro's Retro Holiday Collection (page 54).
- ✓ Customize Your Marketing With Metro e-Card Designs, Print and Digital Promotions, and Social Media Designs for Readers and Advertisers (page 09).

