



Nostalgic Special Section Featuring Vintage Art From Metro Produces \$10,000 in Revenue and a New Holiday Tradition

Retro Christmas, a special section filled with nostalgic greeting ads from local businesses, is a success story readers and advertisers look forward to seeing again next year.

The Light and Champion Center, Texas

CREATE: The Light and Champion used a combination of vintage images and current editorial features from Metro Creative Graphics to build their unique Retro Christmas special section.

SELL: Retro Christmas was built as two-week B-section in the newspaper, with overprints distributed tabletop at local retailers. Publisher Dennis Phillips says the section instantly struck a chord with their core demographic of advertisers in the 50-plus age range and was easy to sell. He notes that while younger business owners were more difficult to get on board, the finished product has them excited about advertising next year.

PROFIT: Retro Christmas generated \$4,800 per week, producing just under \$10,000 for the two-week run. The section was so successful, Phillips followed it up with a Happy New Year version and plans to continue the tradition next year. He adds, "Everyone raved about this section, and this touched a nostalgic thread in our readers."

Dennis H. Phillips
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A Note From the Publisher About the Inspiration for This Unique Special Section...

"The section idea came from a local retailer. A grocery store celebrated its 50th anniversary in December 2024. Asking me if we had any of the original 1974 photos, which we did, to include in the 50th-year article for the paper. Given that their 50th was in December, the first ads for the store had a Christmas theme and woodcut design. This made me look at the front page of that issue in 1974. That page was a full-page Merry Christmas ad from the newspaper, not stories, nothing but a 2x spot color ad in woodcut and had hand-cut color. That did it. I was looking at a paper FULL of these ads. By looking at the past, we find the future."

— Dennis Phillips, Publisher and Editor

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To view or download this collection of more than 4,000 vintage images, click the link below, or select Retro from the Image Category menu of MetroCreativeConnection.com.

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