



Make It a Stellar Q4

With Our Holiday Selling Tips!

21 Ways to Jump-START Holiday Ad Sales:



- ✓ Market Your Holiday Advertising Opportunities With Print and Digital Promotions, Social Media Tiles, e-Card Designs and Images (pages 02-05). **Note:** Rate cards and promotional materials are also provided for every special section that's included with your Holiday Advertising Service! See details and links to the sections at the front of your SearchBook.
- ✓ Quick-Sell 16 Sponsorship Spots in a Downtown "Shop and Stroll" Event Promotion Highlighting Local Retailers and Restaurants (page 08).
- ✓ Build Sales Around Retail, Restaurant and Community Events With Heading Designs and Ad Templates for Free Hot Cocoa, Open House Promotions, Holiday Hours, Gift Cards, Free Gift Wrapping, BOGO Deals, Cookie Swaps, Christmas Parties, a Gingerbread House Decorating Contest, Reindeer Food Stations and More (pages 06, 07, 12).
- ✓ Appeal to Patriotic Advertisers With Images and Greeting Templates Showcasing American and Canadian Pride (page 16, 17).
- ✓ Create a 13-Part Ad Campaign With All the Elements for a "12 Days of Christmas Deals" Promotion (page 11).
- ✓ Engage Advertisers and Families With Sponsor-Ready Scavenger Hunt Cards for Kids (page 10).
- ✓ Invite Advertisers to Sponsor a Page of Cut-Out Gift Tags and DIY Gift Ideas for Kids (page 13).
- ✓ Offer Directory Space and Ad Spots to Local Churches in a "Holiday Praise, Worship and Event Guide" (page 21).
- ✓ Anchor a Holiday Events Page With an Ad for Your Community's Tree Lighting Celebration (page 09).
- ✓ Offer Unique Sponsorship or Ad Spots in Your Ready-to-Publish "HoliYAY Puzzles & Activities" Book to Businesses Serving Families. **Note:** Promotions and links for all Special Section materials can be found at the front of your Holiday Advertising Service SearchBook.
- ✓ Sell Ad Spots or Native Advertising in Your Ready-to-Publish "Homemade for the Holidays" Special Section. **Note:** The copyright-free features may be edited any way you like to spotlight local businesses!
- ✓ Present Pages in Your Ready-to-Publish "Holiday Carols & Songbook" to Prospects, or Promote the Entire Section to a Single Sponsor With Cover Credit.
- ✓ Use Any of Your Special Section Layouts and Spreads to Create Recurring Page Runs and Related Ad Campaigns in Your Publication All Season.
- ✓ Run Special Sections as Online PDFs to Upsell Print and Digital Packages or Save on Printing Costs.
- ✓ Build Eye-Catching Pages or Directories in Print or Online With Masthead Designs for Restaurants, Gifts and Shopping, Worship Services, New Year's Eve Events, Thanksgiving Dining, Holiday Events, Letters to Santa, Christmas Greetings and More (pages 50, 51).
- ✓ 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 (pages 32-35).
- ✓ Upsell Any Print Ad as a Package Deal Using the Coordinated Web Ads Provided. **Pro tip:** Use the "Template Medium" filter on our website to search web ads.
- ✓ Quick-Sell Multiple Advertisers or Create Team Photo Pages From a Single Advertiser With Versatile Double Trucks for Christmas, Thanksgiving the New Year (pages 46, 47).
- ✓ Upsell Christmas Package Deals With Greeting Ad Templates for Thanksgiving and the New Year (pages 36-45).
- ✓ Create Nostalgic Features With Images From Metro's Classic Holiday Collection (pages 48, 49).