

Create. Sell. Profit.

**METRO**  
NEWSPAPER SERVICE

May 2025

# Creative & Planning SearchBook®

**Print + Digital  
Sales, Creative  
& Editorial  
Solutions Inside!**

All of our print  
ads come with  
companion  
web ads.

## Springtime

Kids' activity page, fresh images  
and seasonal ad promotions  
to grow spring sales

View, share and download your newest content directly from this digital SearchBook!



### MILITARY APPRECIATION

Sponsorships for Memorial Day  
and Military Appreciation Month



### MOTHER'S DAY

Contest sponsorships and advertising  
for a variety of local advertisers



### SUMMER SAFETY

Sponsored tips for skin cancer  
prevention, boating safety and more



### More Events &

Selling Opportunities



## MAY 2025



### MILITARY APRECIATION

- **SPONSOR-READY AD TEMPLATES** expressing support and appreciation on Memorial Day, Armed Forces Day, the 80th anniversary of V-E Day and Military Appreciation Month
- **PAGE LAYOUT** featuring space for directory-style and ad-size sponsorships
- New **HEADINGS, IMAGES** and **EDITORIAL FEATURES**
- **SOCIAL MEDIA posts** honoring veterans to @tag sponsors or run from your own publication



### SPRINGTIME

- Sell sponsorships with a spring-themed kids' **ACTIVITY PAGE FEATURING GAMES AND PUZZLES**, or provide it as a **PLACEMAT** to local restaurants. Letter-size PDFs of this layout are also available to post on your website for at-home and classroom printing.
- **Spring-themed HEADINGS, IMAGES** and **SOCIAL MEDIA POST**
- **AD TEMPLATE** adaptable for various spring promotions and advertisers

### THEMED SECTIONS + WEBSITES & DIRECTORIES



**MAY TITLES:** Senior Living • How To



### MOTHER'S DAY

- Sponsor-ready **MOTHER'S DAY GIVEAWAY CONTEST** perfect for a variety of advertisers looking to reach more local women and moms
- Use the **AD TEMPLATE** and **SOCIAL MEDIA POST** provided to promote your contest
- Spec ad template for a **DAY SPA** advertiser demonstrates how to upsell businesses participating in the contest
- Additional **PRINT** and **WEB AD TEMPLATES** for Mother's Day gift and dining advertisers
- New **HEADINGS, IMAGES** and **EDITORIAL FEATURES**



### ADDITIONAL MAY OPPORTUNITIES

Graduation, Cinco de Mayo, National Nurses Week and Day, National Smile Day, Small Business Week, Older Americans Month, National Barbecue Month, National Hamburger Month and Day, National Bike Month, National Tennis Month, National Police Week, National EMS Week, Motorcycle Safety Awareness Month, National Rescue Dog Day, National Wine Day, Victoria Day in Canada, and more



### SUMMER SAFETY

- **SPONSOR-READY AD TEMPLATES** with tips geared toward Safe Boating Week, Water Safety Month, Skin Cancer Awareness Month and Heat Awareness Day
- Related **EVENT HEADINGS, IMAGES** and **SOCIAL MEDIA POSTS**
- Summer- and safety-focused **EDITORIAL FEATURES**



### PUZZLES, GAMES & RECIPES

**New every month:** Crosswords, Crypto Fun, Guess Who, Sudoku, Recipes, Horoscopes, Kids' Corner, Word Scramble, Word Search



### WE LOVE CUSTOMER REQUESTS!

Send us your needs and wants:

- Articles • Ads • Images
- Editorial • Contests

[service@metro-email.com](mailto:service@metro-email.com)



### = MiAD® Wizard Enabled

See how to personalize these spec ads with the Wizard!



# Planning Calendar

Use this online calendar to plan advertiser promotions around monthly events all year. Click on any event for more information, as well as related ads and images!



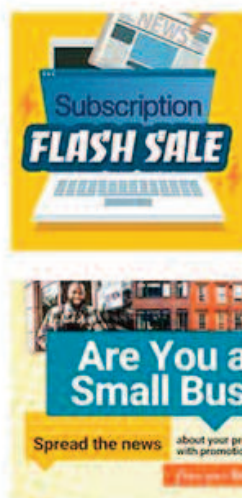
Click to Access **ALL 2025 Calendar Layouts**





## POP-UPS & SOCIAL POSTS

These JPGs can be used directly on your social media feeds or website!



**FIND MORE SUBSCRIPTION & ADVERTISER MARKETING CONTENT HERE!**

Need help finding anything?  
Email [service@metro-email.com](mailto:service@metro-email.com) or call 800.223.1600 for assistance.



## Social Posts

Ready-to-post JPGs for your Facebook and Instagram accounts make it easy to enhance your digital marketing strategy.



Instagram 1080 x 1080px Facebook 1200 x 630px



Instagram 1080 x 1080px Facebook 1200 x 630px



Instagram 1080 x 1080px Facebook 1200 x 630px



Instagram 1080 x 1080px Facebook 1200 x 630px



Instagram 1080 x 1080px Facebook 1200 x 630px



Instagram 1080 x 1080px Facebook 1200 x 630px



## Monthly Events

Use special event headings to launch or expand promotional opportunities for your advertisers. Use them in ads as a springboard to larger promotions, sections or full-page developments.

**tennis**  
**month**

NATIONAL  
**EMS**  
**WEEK**  
May 18-24, 2025

NATIONAL  
**FITNESS**  
**DAY**  
May 3

NATIONAL  
**BIKE**  
**MONTH**

National  
**HOSPITAL**  
**WEEK**  
May 11-17, 2025

National  
**BEEF**  
**MONTH**

National  
**Hamburger Day**  
May 28

NATIONAL  
**HAMBURGER**  
**MONTH**

national  
**MENTAL HEALTH**  
month

Older  
**Americans**  
**MONTH**

National  
**APPLE**  
**PIE**  
Day  
May 13th

**MOTORCYCLE**  
**SAFETY AWARENESS**  
**MONTH**



## Monthly Events

Use special event headings to launch or expand promotional opportunities for your advertisers. Use them in ads as a springboard to larger promotions, sections or full-page developments.





## METRO REVENUE IDEA

Everything  
You See Here  
– & More –  
Is Included!

Target Coordinated Revenue From Every Angle:  
Print & Digital Ads, Social Media & Editorial Features.

### HEADINGS

Build ads around them!



### SOCIAL MEDIA POSTS

Upsell advertisers!



Click Here for **More**  
**IMAGES, AD TEMPLATES**  
**& EDITORIAL FEATURES** – Included!



LOOK WHAT WE DID!

We Created  
These Layouts  
Using Your Metro  
Content...

Present & Sell Them to Advertisers, or Customize  
Them Using Your Subscription Resources!

**WEB ADS**    
Rectangle 250 x 300  
Leaderboard 728 x 90  
Mobile Banner 320 x 50



**V-E DAY**  
**80th Anniversary**  
**May 8, 2025**

**Name Sponsor**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

Remembering & Celebrating the  
**VICTORY OF FREEDOM OVER TYRANNY**  
**V-E DAY • MAY 8, 1945**

**Name Sponsor**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

**THANK YOU**

**MILITARY DISCOUNT**  
10% Military Discount  
Proudly Offered Here  
THANK YOU FOR YOUR SERVICE

**Name Sponsor**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

Inspired by their courage.  
Humbled by their sacrifice.  
Blessed by their service.

**Name Sponsor**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

**ARMED FORCES DAY**  
**MAY 17, 2025**

With Honor & Appreciation,  
**Happy Armed Forces Day!**

**Name Sponsor**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

“Our flag does not fly because the wind moves it. It flies with the last breath of each soldier who died protecting it.”  
- Anonymous

**Name Sponsor**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com



**Remembrance and Gratitude**

Saluting the men and women of our military,  
and remembering those who made the ultimate sacrifice.

<b>NAME SPONSOR</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>NAME SPONSOR</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>NAME SPONSOR</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com	<b>NAME SPONSOR</b> 1234 Washington Street Somerville Heights 000-000-0000 www.namewebsite.com
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**V-E DAY**  
**80th Anniversary**  
**May 8, 2025**

Remember. Reflect. Resolve.

In this special day we honor and salute the brave men and women of our military who have paid the ultimate price for our freedom and the peace and prosperity we enjoy today. Let us not forget, my fellow Americans, the price and the sacrifice, which have been paid in the name of our country and the freedom of our people. We are forever grateful for their service to our nation.

**Name Sponsor**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com



Remembering & Celebrating the  
**VICTORY OF FREEDOM OVER TYRANNY**  
**V-E DAY • MAY 8, 1945**

**Name Sponsor**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com



**THANK YOU**

Thanks to the  
**Men & Women of Our Military**

For your courage, dedication and sacrifice, we salute you!

**MILITARY DISCOUNT**  
10% Military Discount  
Proudly Offered Here  
THANK YOU FOR YOUR SERVICE

**Sponsor Advertiser**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com



Inspired by their courage.  
Humbled by their sacrifice.  
Blessed by their service.

**NAME SPONSOR**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com



**ARMED FORCES DAY**  
**MAY 17, 2025**

With Honor & Appreciation,  
**Happy Armed Forces Day!**

Today we pay tribute to the men and women who serve in our armed forces. We are grateful for their service to our nation and the freedom we enjoy today. Thank you for your service to our nation and your dedication to freedom!

**NAME SPONSOR**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com



“Our flag does not fly because the wind moves it. It flies with the last breath of each soldier who died protecting it.”  
- Anonymous

**NAME SPONSOR**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

PASS 6 col x 21  
Tab 10 x 13

Customize these ads in 1, 2, 3 easy  
steps with **MIAD WIZARD**



# METRO REVENUE IDEA

Everything  
You See Here  
– & More –  
Is Included!

Target Coordinated Revenue From Every Angle:  
Print & Digital Ads, Social Media & Editorial Features.

## HEADINGS

Build ads around them!



**RESERVE NOW**  
for Mother's Day



Remember  
Mother's Day!

## SOCIAL MEDIA POSTS

Upsell advertisers!



Click Here for **More**  
**IMAGES, AD TEMPLATES**  
& **EDITORIAL FEATURES** – Included!



## LOOK WHAT WE DID!

We Created  
These Layouts  
Using Your Metro  
Content...

Present & Sell Them to Advertisers, or Customize  
Them Using Your Subscription Resources!

# A loving mom is the GREATEST GIFT of ALL!

These local businesses have wonderful  
ways to celebrate Mom, and they're  
giving a little something extra to thank  
our community's mothers for all they do!

## MOTHER'S DAY Giveaways

### Day Spa Advertiser

Win a 60-Minute  
Luxury Facial

Enter online through 03.00.25.

Visit us online for Mother's Day  
package deals and gift cards!

1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

### Clothing Store Advertiser

Win a  
\$100 Gift Card

Enter online or in the store through 03.00.25.

Shop Mother's Day gifts  
she'll love, or pick up a gift card!

1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

### Restaurant Advertiser

Win a Family-Style  
Takeout Dinner

Enter online or in person through 03.00.25.

Make your Mother's Day brunch  
or dinner reservations today!

1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

### Coffee Shop Advertiser

Win a  
\$50 Gift Card

Enter online or in person through 03.00.25.

We have gifts and gift cards  
to make Mom's day!

1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

### Beauty Supply Advertiser

Mother's Day  
Contest Prize

Enter online through 03.00.25.

Promote Mother's Day products,  
services, gift ideas or offers here!

1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

### Home & Garden Advertiser

Mother's Day  
Contest Prize

Enter online through 03.00.25.

Promote Mother's Day products,  
services, gift ideas or offers here!

1234 Washington Street  
Somerville Heights  
000-000-0000  
www.namewebsite.com

PASS 6 col x 21

Tab 10 x 13

## WEB ADS

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

**MOTHER'S DAY  
Giveaways**  
Mom, you deserve a prize!  
Enter Online Today!

**Name  
Newspaper**  
subscribe • support • advertise | 000-000-0000

**Advertise  
Outside the Box**  
MOTHER'S DAY  
Giveaways  
LEARN MORE

**Name  
Newspaper**  
1234 Washington Street | Somerville Heights

**Remember  
Mother's Day!**  
Queen for a Day  
MOTHER'S DAY  
SPECIAL  
BOOK ONLINE

**LaLa Day Spa**  
1234 Washington Street | Somerville Heights

**Advertise  
Outside the Box**  
MOTHER'S DAY  
Giveaways  
Join Our Mother's Day Giveaway Program!  
It's a unique way to connect with more shoppers this  
Mother's Day, and make a lasting connection with local moms!

To learn  
more or get  
started, call or  
email before  
the April 03  
deadline.

**Name Newspaper**  
Advertising Department  
000.000.0000 • name@namewebsite.com  
www.namewebsite.com

PASS 2 col x 5" ★

**Remember  
Mother's Day!**  
Sign up Online for  
Beauty Gifts and  
Bundles Mom Will Love!

**Queen for a Day  
Luxury Spa Special**  
Deluxe Facial, 50-Minute Massage,  
Spa Pedicure, Manicure &  
Complimentary Champagne  
Only \$249

Enter to Win  
a 60-Minute  
Luxury Facial  
Enter online through 03.00.25.

Gift Cards Available | Call ahead or purchase online.

**LaLa Day Spa**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

PASS 2 col x 5" ★

**SALES REPS**, see how to create a  
personalized presentation using this content



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### HEADINGS

Build ads around them!



### SOCIAL MEDIA POSTS

Upsell advertisers!



Click Here for More  
**IMAGES, EDITORIAL FEATURES &  
AD TEMPLATES** – Included!





## Boating Safety

Before you depart, be safety-smart!

### Complete These Vessel Inspection Points:

- ✓ Check fuel levels
- ✓ Check instrument and navigation lights
- ✓ Inspect fenders and anchor line
- ✓ Check oil and coolant levels
- ✓ Ensure enclosed spaces are ventilating properly
- ✓ Make sure your battery is charged
- ✓ Check bilge pump function
- ✓ Check the weather forecast, and make sure someone knows your float plan

### Make Sure These Items Are On Board:

- ✓ Personal flotation device for every passenger
- ✓ Food and water
- ✓ Distress flares
- ✓ Toolbox and basic spare parts
- ✓ Fire extinguisher
- ✓ Air horn, bell or whistle
- ✓ Flashlight
- ✓ First aid kit
- ✓ Spare batteries
- ✓ Documentation
- ✓ Radio to receive weather updates

**Name  
Sponsor**

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

PASS 3 col x 10

## Beat the Heat Wave

Extreme heat causes the most annual deaths among all weather-related hazards, according to the U.S. Environmental Protection Agency.

Follow these tips to stay safer:

- Never leave people or pets in the car on a warm day.
- Drink plenty of fluids to stay hydrated, and avoid alcohol.
- Wear loose, light-colored, lightweight clothing.
- When outdoors, wear a hat that protects your face and seek shade.
- Avoid strenuous outdoor activities during midday heat.
- If pets are outside, make sure they have plenty of cool water and shade.
- Familiarize yourself with local cooling centers if your home does not have air conditioning.
- Check on older family members and neighbors.
- Look out for muscle cramps, fatigue, weakness, dizziness, rapid heart rate, nausea and other signs of heat exhaustion. If you experience symptoms, move to a shaded or air-conditioned area, drink cool water and apply cool wet towels to your body. If symptoms do not improve, seek medical help.

**Name  
Sponsor**

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

PASS 2 col x 5

## Sun Smarts for Skin Cancer Prevention

Skin cancer, particularly non-melanoma skin cancer, is one of the most common cancers worldwide. Its leading cause is exposure to ultraviolet (UV) radiation from the sun.

Protect your skin from UV rays with these tips from the Skin Cancer Foundation:

- Wear broad-spectrum sunscreen with a minimum SPF of 45.
- Cover your skin with protective clothing.
- Wear a wide-brimmed hat and UV-blocking sunglasses.
- Seek shade whenever possible.
- Apply protective window film to your car and home.

**Name  
Sponsor**

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

PASS 2 col x 5

## Kids Can Drown Without a Sound

Did you know that drowning is the leading cause of death for children ages 1 to 4, and the second leading cause of unintentional injury death for children under age 14? Children can drown in less than one inch of water, in less than a minute, without even a splash or a sound.

Drowning Is Preventable.

- ALWAYS supervise kids when they are in or near water.
- If you have a pool, construct a secure fence around it.
- Teach kids to swim.
- Wear a life jacket.
- Learn CPR.

**Name  
Sponsor**

1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

PASS 6 col x 3

## WEB ADS

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

**Did you know** that drowning is the leading cause of death for children ages 1 to 4?

Drowning Is Preventable. Click for safety tips.

**Name  
Sponsor**

1234 Washington Street | Somersville Heights

## Boating Safety

Download our safety checklists.

**Name  
Sponsor**

1234 Washington Street | Somersville Heights

## Beat the Heat Wave

Extreme heat causes the most annual deaths among all weather-related hazards, according to the U.S. Environmental Protection Agency.

Click for tips to stay safer.

**Name  
Sponsor**

1234 Washington Street | Somersville Heights

## Sun Smarts for Skin Cancer Prevention

Protect your family with these tips from the Skin Cancer Foundation.

**Name  
Sponsor**

1234 Washington Street | Somersville Heights

Discover **EVENT MARKETING TIE-IN IDEAS** for every month of the year



# METRO REVENUE IDEA

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You See Here  
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## HEADINGS

Build ads around them!

Yay, Springtime!

SPRING  
FUN!

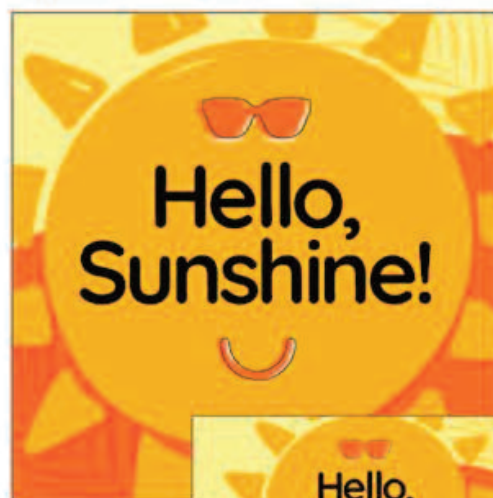
SPRING BREAK

Spring On  
THE SAVINGS

Catch  
SPRING  
FEVER

## SOCIAL MEDIA POSTS

Upsell advertisers!



Click Here for More  
**IMAGES, AD TEMPLATES &  
EDITORIAL FEATURES** - Included!



# LOOK WHAT WE DID!

We Created  
These Layouts  
Using Your Metro  
Content...

Present & Sell Them to Advertisers, or Customize  
Them Using Your Subscription Resources!

## SPRING FUN

**Business Name Logo**  
Local Business Slogan or Description Goes Here  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

**Business Name Logo**  
Local Business Slogan or Description Goes Here  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

**Business Name Logo**  
Local Business Slogan or Description Goes Here  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

**Business Name Logo**  
Local Business Slogan or Description Goes Here  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

**Business Name Logo**  
Local Business Slogan or Description Goes Here  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

**Business Name Logo**  
Local Business Slogan or Description Goes Here  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

**Business Name Logo**  
Local Business Slogan or Description Goes Here  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

**Business Name Logo**  
Local Business Slogan or Description Goes Here  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

**Business Name Logo**  
Local Business Slogan or Description Goes Here  
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**Business Name Logo**  
Local Business Slogan or Description Goes Here  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

**Spring Things Spelling Scramble**

SELFWORE \_\_\_\_\_ PLUIT \_\_\_\_\_  
MINNESUS \_\_\_\_\_ TKEI \_\_\_\_\_  
BNIOR \_\_\_\_\_ YTRFULDTE \_\_\_\_\_

**SCAVENGER HUNT**

Find These Objects: A Tree Stump, Squirrel, Bird, Fox, Snail, Mushroom, Spider, and a Nest

**SPRING MAZE**

**SPRING COLOR**

Doubletruck Placemat 19.334" x 13"  
Single Sheet 11" x 8.5"

## Yay Springtime!

Get out and soak up the sunny vibes!

**OUR PATIO IS OPEN**

Family Dining  
Lunch & Dinner  
Sunday Brunch  
Happy Hour  
Pet's Welcome

**Neighborhood Restaurant**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

2 col x 5

### Run ONLINE for AT-HOME PRINTING!

Letter-size PDFs of this layout, in both color and black and white, are provided on MCC. Just click this page to find them, and post on your website for at-home or classroom printing.

### Placemat Layout or Activity Page!

Sell the sponsor spots to run this layout as a page in your publication, or provide it to local restaurants as a placemat that gives your advertisers an extra helping of exposure.

**OUR PATIO IS OPEN**

Get out and soak up the sunny vibes!

> Check out our menu

**Neighborhood Restaurant**  
1234 Washington Street | Somerville Heights

### WEB ADS

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

**OUR PATIO IS OPEN**

Get out and soak up the sunny vibes!

> Check out the menu

**Neighborhood Restaurant**  
1234 Washington Street | Somerville Heights

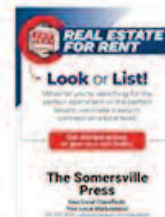
Use **E-Cards** to pitch sales topics to prospects throughout the year



# Get Fresh Ideas Quarterly to Amp Up Revenue FROM YOUR CLASSIFIED SECTION

Subscription & Advertising Marketing for Your Newspaper  
Weddings, Birthdays, Obituaries & More Announcements  
Real Estate Listing Layouts & Agent Promotions  
Job Directories & Recruitment Advertising  
Auto Dealership Spec Ad Templates  
Directories & Campaigns | Tons of Bonus Images

**TAKE A  
LOOK!**  
Click Here



**SAVE 50% OFF**  
**Your First Quarterly Issue**  
With No Contract or Obligation

Not sure if you're subscribed? **Check your account here.**

**GET STARTED**

**LEARN MORE**



**Design Magazine Treatment**  
Our professional interior design services are designed to bring style, personality, and comfort to your home.

**Perfect Touches for a Comfy, Cozy Home**  
Pillows & Throws | Curtains & Drapes | Lighting & Decor | Home Accessories

**Home Decor Boutique**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

**Your Home for the Best Furniture Values**  
Find the price and quality you're looking for to furnish your home in comfort and style!

**Interest-Free Financing up to 18 Months**  
Available with approved credit and minimum purchase. See showroom or website for details and application.

**Free In-Store and Online Design Services**  
Build Your Own Custom Sofa or Sectional!

**Complete Living Room Groups**  
Finance your happy place for as little as **\$99 Monthly**

**Bellamy Furniture Store**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

**Craft the Perfect Dantii**

**Refresh or Remodel**  
Kitchens • Bathrooms • In-Home Concept to Completion, We'll transform the space you love into the home of your dreams. Started with a Free Design Consultation. Call or schedule online today.

**Clayton Contracting**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

**Selection Beer & Craft Kegs**  
Pickup or delivery! Snacks • Mixers • Ice

**Don't Miss These Bonus Ads**

**Available From This Month's Wizard Spec Ad Library**

These Ads Coordinate With Your Newest Editorial Features & Metro Themed Special Sections

**Instantly Personalize** Any Ad Template for Sales Presentations Using Metro's Ad Wizard



See the **Latest Bonus Ads Here**

Not sure if you're subscribed to **Wizard Spec Ad Library**?

**EMAIL US** here for assistance or to set up access.





## Plan and Sell Now for June Revenue With These Advertiser-Friendly Sales Ideas

**DAIRY  
MONTH**

**GREAT  
OUTDOORS  
MONTH**

**FOOD &  
DRINK DEALS**

Photos, Art & Headings  
Ready-to-Sell Print & Web Ad Templates  
Email & Social Media Marketing  
Editorial Features

**IT'S ALL INCLUDED IN YOUR SUBSCRIPTION**



> SEARCH DAIRY MONTH



> SEARCH GREAT OUTDOORS



> SEARCH FOOD & DRINKS



## Plan Ahead With Our 52 Sales Ideas

A Sales Idea for Every Week of The Year!

> VIEW WEEKLY IDEAS





## Calendar Photo Contest Is a Community-Building Tradition Showcasing Local Sights and Businesses

An annual contest turns photos submitted by local readers into a showcase of area attractions and wildlife with great exposure for participating sponsor-advertisers.

**Adirondack Daily Enterprise and Lake Placid News, New York**



The 2025 calendar generated **advertising revenue from 19 local businesses.**

**CREATE:** The Adirondack Daily Enterprise begins promoting their annual calendar photo contest to readers in late summer with a September deadline for submitting photos depicting local vistas, activities and wildlife. The staff votes to select the best calendar image for each month based on the seasons. The resulting calendar includes holidays as well as the dates of local school and college closures.

**SELL:** The publication sells half-banner and full-banner sponsor ads under each calendar month. Many advertisers have preferred months based on their business, and advertisers can also purchase a listing on a particular calendar date if they

are running an event or special they wish to promote. The full-color wall calendars are inserted into subscribers' newspapers in December. The publication also runs an ad letting readers know copies are available for sale at the newspaper office, promoting them as stocking stuffers.

**PROFIT:** The 2025 calendar generated advertising revenue from 19 local businesses, giving each of those businesses a full month of valuable visibility in area homes and businesses. All businesses with a featured ad received 10 free calendar copies to hand to customers. Photographers with featured photos also received five free copies.

**Lindsay Munn**  
**Advertising Manager**  
 Adirondack Daily Enterprise  
 Lake Placid News  
[lmunn@adirondackdailyenterprise.com](mailto:lmunn@adirondackdailyenterprise.com)  
[AdirondackDailyEnterprise.com](http://AdirondackDailyEnterprise.com)  
[LakePlacidNews.com](http://LakePlacidNews.com)



Click here to see more  
**SUCCESS STORIES**



# Themed Backgrounds & Elements

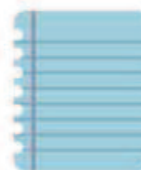
Versatile backgrounds and coordinated elements to build themed pages or print, digital and social media campaigns.



Tab 10" x 13"



6col x 3"





## Themed Backgrounds Demo

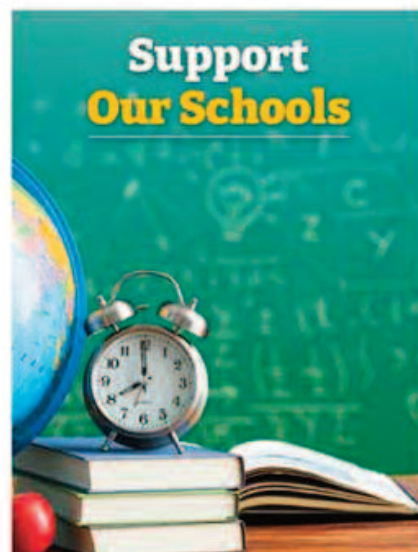
Versatile backgrounds paired with easy-to-edit headings for print and digital campaigns you can customize



PASS 2 col x 5



PASS 2 col x 5



PASS 2 col x 5



### WEB ADS

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



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



### WEB ADS

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



### SOCIAL MEDIA POST

Use this campaign to drive fundraising and fire prevention efforts in your community, or invite local business sponsors to show their appreciation for first responders.



### SOCIAL MEDIA POST

Run sponsorships thanking local law enforcement during National Police Week, May 11-17 this year, or promote fundraisers or events in conjunction with Peace Officers Memorial Day on May 15.



### SOCIAL MEDIA POST

Help booster clubs raise funds for student activities and programs, advertise volunteer programs, promote fundraising events, or encourage community involvement in school board elections and decisions.



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Tab 10" x 13"



6col x 3"

**Thank  
YOU!**





# Themed Backgrounds Demo

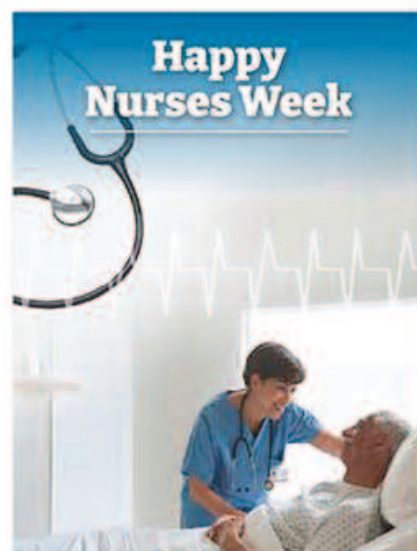
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PASS 2 col x 5



PASS 2 col x 5



PASS 2 col x 5



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Leaderboard 728 x 90  
Mobile Banner 320 x 50



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



WEB ADS 

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



SOCIAL MEDIA POST

National EMS Week is May 18-24 this year. Use this campaign to help business sponsors recognize the important work of your community's first responders, or spread the word about discounts and events honoring these local heroes.



SOCIAL MEDIA POST

Run a sponsored appreciation campaign, or a promotion for military discounts or support services in conjunction with Military Appreciation Month and Armed Forces Day this May, or anytime.



SOCIAL MEDIA POST

Invite local business sponsors to celebrate your community's nurses with messages of appreciation or special offers in conjunction with Nurses Month, Nurses Week or Nurses Day this May.



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Tab 10" x 13"



6col x 3"







PASS 2 col x 5



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PASS 2 col x 5



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PASS 2 col x 5



## WEB ADS

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Leaderboard 728 x 90  
Mobile Banner 320 x 50



## SOCIAL MEDIA POST

Think jewelry, career clothing, tech gadgets, travel gear and professional development tools, or help a local mall promote shops or gift cards.



## SOCIAL MEDIA POST

Promote Mother's Day weekend events or offers from a restaurant, mall, retailer, spa, hotel, event center or community space.



## SOCIAL MEDIA POST

Prospect a host of business categories, including restaurants, tux rentals, dresses, limo services, shoes, photography, jewelry, salons, spas, beauty supplies and more.



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6col x 3"



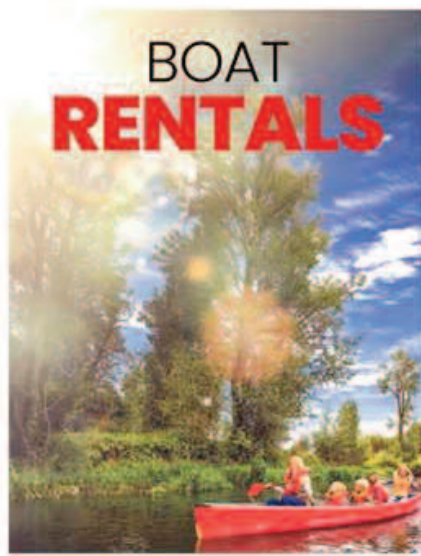


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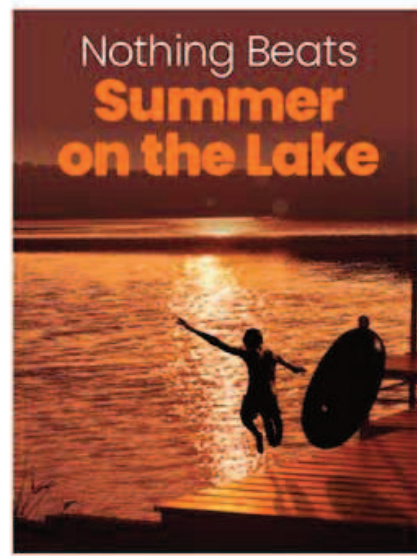
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Sell this print, digital and social media campaign to a water park, community center, hotel or resort, or pitch to pool installation and maintenance advertisers.



Use this campaign to advertise canoe and kayak rentals, tours and lessons, or help a family vacation destination or campground attract visitors.



Sell a tourism campaign, or target lake-adjacent advertisers, including retailers, restaurants and watersport rentals.



# Themed Special Sections & Themed Websites

Print and online themed sections and directories to connect your advertisers with their target audience



Please Note, Themed Sites & Sections Are Available by Separate Purchase.



>> View Section



>> View Websites

## Promotional Materials Included

Rate Cards | Advertiser & Reader Ads | Web Ads & Social Media Posts

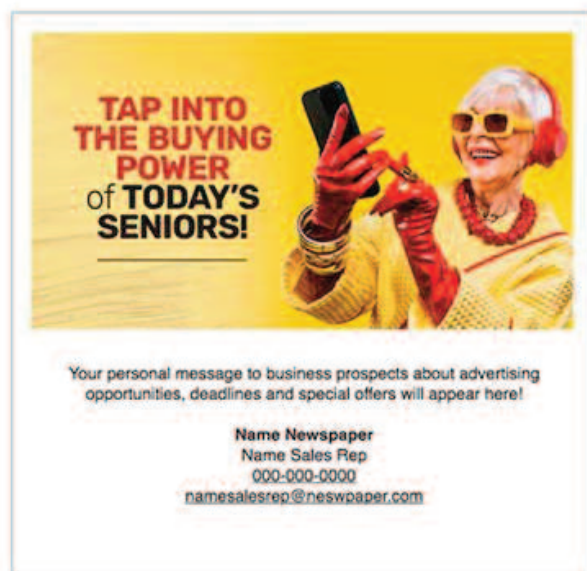


>> Download Ads





Email this image with your contact info and offers to capture the attention of prospective sponsors.



## CUSTOM E-CARD FORMAT AVAILABLE

> CLICK HERE TO

instantly personalize and send this feature as an e-card promotion directly to sales prospects.



## It's All Included in Your Subscription!

Photos, Art & Headings  
Ready-to-Sell Print & Web Ad Templates  
Email & Social Media Marketing  
Copyright-Free Editorial Features

> SEARCH ALL SENIORS CONTENT

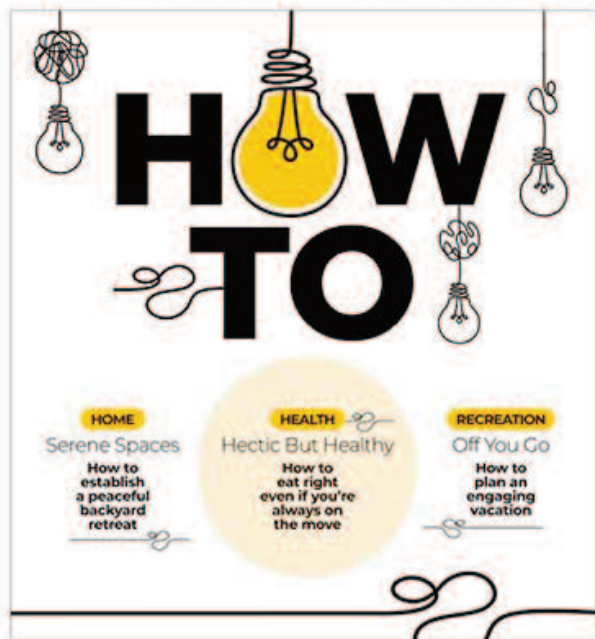


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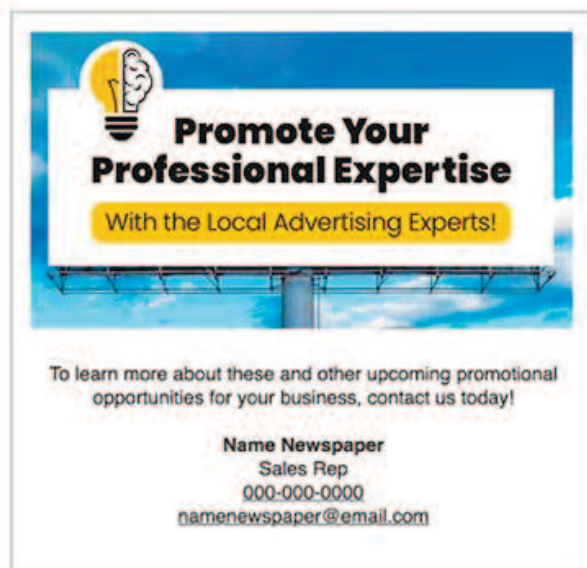


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[SEARCH ALL DID YOU KNOW CONTENT](#)



## Did you know?

Parents recognize the importance of play in a happy childhood, but **finding time to laugh and have a good time is important for adults as well.**



According to new research, **adult play can help** to alleviate stress, improve brain function, boost creativity, and strengthen relationships.

Unfortunately, that lesson seems to have been lost on modern adults. A recent survey from the American Psychological Association found that 76 percent of adults felt stress from politics, race relations, violence, and inflation. Such stress has had an adverse effect on respondents' health, contributing to episodes of headache, fatigue and depression, among other things. According to the nonprofit HelpGuide.org, adult play can help to alleviate stress, improve brain function, boost creativity and strengthen relationships. Sharing laughter and fun with others can encourage empathy, build trust and foster intimacy with others.

**Name Sponsor**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

PASS 2 col x 5 ★

## Meditation



Verwell Mind reports that experts typically recommend **meditating 5-45 minutes a week day**.


Meditation has gained traction in recent years as an effective means to promoting personal wellness, and those considering the practice should know that it does not require a significant time commitment. The Mayo Clinic notes meditation has been practiced for thousands of years. Perhaps the practice has proved so enduring because of the myriad emotional and physical benefits it offers, which the Mayo Clinic notes include self-awareness, improved mood, a lower resting heart rate, and improved sleep. The amount of time required to meditate depends on the individual and the type of meditation he or she practices (the Mayo Clinic cites guided meditation, mantra meditation, mindfulness meditation, and Transcendentalism as some popular ways to meditate); but Verwell Mind reports that experts typically recommend meditating for somewhere between five and 45 minutes each day.

**Name Sponsor**  
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000-000-0000 | www.namewebsite.com

PASS 2 col x 5 ★

## Did you know?

**80%** of older adults are either **currently financially struggling or are at risk of economic insecurity in retirement.**



Research conducted by the National Council on Aging and the LeadingAge LTSS Center (a Massachusetts-based center) found that 80 percent of older adults are either currently financially struggling or are at risk of economic insecurity in retirement. Further analysis found that living in the community without some assistance is beyond the reach of most older adults. Rising living costs and financial shocks, which are inherently difficult to predict, also pose a threat to older adults' capacity to maintain economic security in the future. The NCOA offers a range of scenarios designed to help retirees make their money last, and making a concerted effort to grow savings is among those suggestions. Doing so may not be possible for current retirees, but seniors nearing retirement can emphasize growing their savings as their target retirement date draws closer. That's a philosophy that thus far adults have been slow to adopt, as a recent report from the U.S. Government Accountability Office found that roughly half of all households age 55 and older have no retirement savings.

**Name Sponsor**  
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PASS 2 col x 5 ★

## POLLEN SEASON IS HERE



Total pollen counts increased by as much as 21% between 1990 and 2018.

The U.S. Department of Health and Human Services reports that pollen season is getting longer and increasing in intensity. Shifts in precipitation patterns, more frost-free days, warmer seasonal air temperatures, and greater amounts of carbon dioxide in the atmosphere, each of which are side effects of climate change, have led to higher concentrations of pollen in the air and longer pollen seasons. Data from the USA National Phenology Network, which provides data on the timing of seasonal events in plants and animals to ensure the well-being of humans, ecosystems, and natural resources, indicates total pollen counts increased by as much as 21 percent between 1990 and 2018. Such data may come as no surprise to people with asthma and seasonal allergies who have noticed the side effects of such conditions tend to start earlier than in the past and extend for longer periods of time than in previous years.

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PASS 2 col x 5 ★

## Skin Cancer is the 17th most common cancer



The World Cancer Research Fund reports that skin cancer is the seventeenth most common cancer across the globe. The United States, Germany and the United Kingdom had the highest number of skin cancer cases in 2022, and the U.S. also had the distinction of having the most deaths from skin cancer (7,368) in that year. Though individuals with naturally darker skin tend to think they might not be as vulnerable to the disease as fair-skinned individuals, that is not necessarily true. While it is true that fair-skinned individuals must be especially careful when spending time in the sun, the American Academy of Dermatology notes that skin cancer in patients with darker skin tones is often diagnosed in later stages of the disease when it's more difficult to treat. Simply put, all people, including those with naturally darker skin tones, must take the threat of skin cancer seriously and take every precaution to protect their skin when spending time in the sun.

**Name Sponsor**  
1234 Washington Street | Somerville Heights  
000-000-0000 | www.namewebsite.com

PASS 2 col x 5 ★

## A child's first bike



When buying a child's first bike, shoppers should prioritize a bike that is lightweight, which will be easier for the child to maneuver while learning. The general rule of thumb is to find a bike that weighs less than one-third of the child's overall weight. Choose a bike that has minimal features, and opt for models that have a single gear and no complex braking systems. The child should be able to comfortably straddle the bike with their feet flat on the ground, and the seat height should be set where the child's legs are slightly bent at the bottom of the pedal stroke. According to BikeExchange.com, the first bike a child owns likely will feature 12-inch tires and will often come with optional training wheels. Children between the ages of two and five may progress to 16-inch tires and then increase that size as they grow and gain experience. Although it can be less expensive to purchase a child's bike at a big box retailer, more personalized service is often available at local retailers that specialize in bikes.

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**Name Sponsor**  
1234 Washington Street | Somerville Heights  
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PASS 2 col x 5 ★



### Did you know?

Parents recognize the important role fun plays in a happy childhood, but **FINDING TIME TO LAUGH AND HAVE A GOOD TIME IS IMPORTANT FOR ADULTS AS WELL.**



According to the nonprofit PlayGard.org,

**ADULT PLAY CAN HELP** to alleviate stress, function, boost creativity and strengthen relationships.

Unfortunately, that lesson seems to have been lost on modern adults. A recent survey from the American Psychological Association found that 76 percent of adults feel stress from politics, race relations, violence, and inflation. Such stress has had an adverse effect on respondents' health, contributing to episodes of headache, fatigue and depression, among other things. According to the nonprofit PlayGard.org, adult play can help to alleviate stress, improve brain function, boost creativity and strengthen

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**Use These Drop-In Image Files to Quickly Fill Unsold Ad Space With Engaging Editorial Features**



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**YOUR METRO SUBSCRIPTION INCLUDES UNLIMITED EDITORIAL FEATURES - Click Here to Access Them**











# Top Ad Sales Prospects

Present these multi-platform ads — for print, online and mobile use — to core advertisers and seasonal or event-based prospects in your local market.

## WEB ADS

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




**Mother's Day  
GIFT SALE**

Save up to **40% Off**  
Fine Jewelry Gifts for Mom

Shop timeless treasures for the one who gives with all her heart.

Custom birthstone designs and engraving services available here

**Gemstones Jewelry Store**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

PASS 2 col x 5 




**Our Best  
Soccer Deals  
Now In Play**

<b>Cleats &amp; Shoes</b> On Sale From <b>\$29</b>	<b>Youth Apparel</b> On Sale From <b>\$9.99</b>	<b>Adult Apparel</b> On Sale From <b>\$12.99</b>
--	---	--

up to  
**30% Off**  
Soccer Balls & Equipment

Get on the ball... **DEALS END FRIDAY**  
Advised offers good through 06.06.25

**Stadium  
Soccer & Sports**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

PASS 2 col x 5 



**Mother's Day  
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Save up to **40% Off**  
Fine Jewelry Gifts for Mom

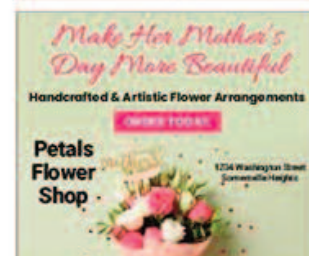
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**Stadium  
Soccer & Sports**  
1234 Washington Street  
Somersville Heights



*Make Her Mother's  
Day More Beautiful*

Handcrafted & Artistic Flower Arrangements

**\$29** & up

Stop by the shop, or order your custom arrangements by phone or online today.

Fresh Flowers • Boutonnières • Baby's Breath • Unique Gifts • Wedding Centerpieces • Backdrop Decorations

**Petals Flower Shop**  
1234 Washington Street  
Somersville Heights



**Get Your  
Groom On**

Special Offers for New & Returning Customers!

**BOOK NOW**

**The Groom Room**  
1234 Washington Street  
Somersville Heights



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1234 Washington Street | Somersville Heights  
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PASS 2 col x 5 



**Get Your  
Groom On**

Free Nail Trim with Wash & Cut for new customers

New Customers Save \$5.00 Any Service

Offers cannot be combined. Valid through 06.06.25 when you mention this ad. Limit one per customer.

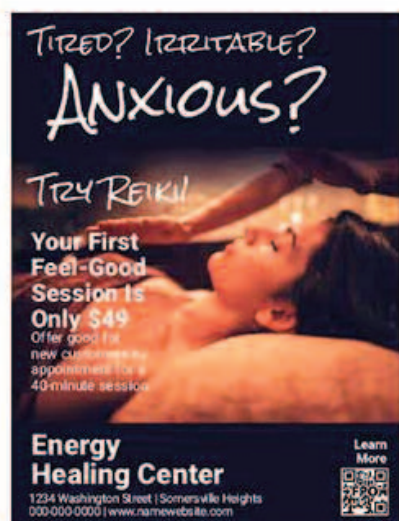
Ask about our membership program!

For us, grooming is an art form.

**The Groom Room**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

Salon Menu

PASS 2 col x 5 



**Tired? Irritable?  
ANXIOUS?**


**TRY REIKI!**

Your First Feel-Good Session Is Only \$49

Offer good for new customers only. Appointment for a 40-minute session.

**Energy Healing Center**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

Learn More

PASS 2 col x 5 



**LET THE  
ADVENTURE  
BEGIN**

Summer Camp Registration Now Open

One- and Two-Week Programs for Ages 6-12

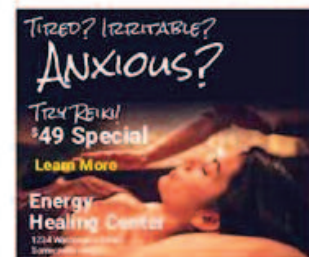
Outdoor Fun, Friendship & So Much More

Our fun-filled camp programs help kids build confidence, curiosity and connection in a safe and supportive space.

Learn More & Register

**Pine Ridge Summer Camp for Kids**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

PASS 2 col x 5 



**Tired? Irritable?  
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**TRY REIKI!**

**\$49 Special**

Learn More

**Energy Healing Center**  
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**WEB ADS**    
 Rectangle 250 x 300  
 Leaderboard 728 x 90  
 Mobile Banner 320 x 50



# Graduation Greetings

Invite all types of local businesses to connect with the community by sharing their congratulations and well wishes with this year's graduates in print and online



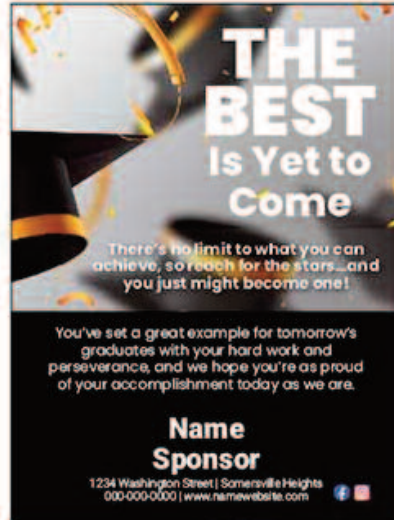
**Celebrating You,  
Class of 2025**

It's your time to celebrate a job well done, and we hope you enjoy every sweet moment!

To all of the hardworking graduates turning the tassel this year, we congratulate you and wish you all the best in your future endeavors.

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Somerville Heights  
000-000-0000  
www.namewebsite.com

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**THE BEST  
Is Yet to Come**

There's no limit to what you can achieve, so reach for the stars...and you just might become one!

You've set a great example for tomorrow's graduates with your hard work and perseverance, and we hope you're as proud of your accomplishment today as we are.

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## WEB ADS W ★

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



**Celebrating You,  
Class of 2025**

To the hardworking graduates turning the tassel this year, we wish you the best!

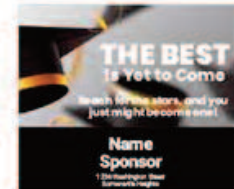
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**BIG DREAMS.  
BRIGHT FUTURES.  
BEST WISHES!**

Congratulations on your graduation!

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**THE BEST  
Is Yet to Come**

Reach for the stars, and you just might become one!

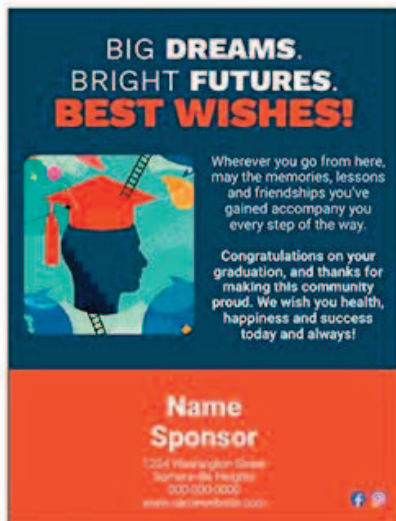
**Name Sponsor**  
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**Happy  
New Beginning!**

As you take the next steps we wish you good luck and great happiness!

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**BIG DREAMS.  
BRIGHT FUTURES.  
BEST WISHES!**

Wherever you go from here, may the memories, lessons and friendships you've gained accompany you every step of the way.

Congratulations on your graduation, and thanks for making this community proud. We wish you health, happiness and success today and always!

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**Happy  
New Beginning!**

Today we celebrate the end of one journey and the start of another. As you embark on the next step, we wish you good luck and great happiness. Don't be afraid to go after your dreams, and enjoy the adventure. You're capable of great things, and we'll be rooting for you. Congratulations!

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**Way to Go!**

Your big day is a big deal, and we're so proud of you!

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**the SKY  
is the Limit**

Congratulations to all of today's distinguished graduates.

**Name Sponsor**  
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Somerville Heights



**Graduation  
2025**

Wishing all of the graduates and their loved ones a simply beautiful day!

**Name Sponsor**  
1234 Washington Street  
Somerville Heights



**The Tassel  
Was Worth  
the Hassle**

Enjoy today...you've earned it!

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## FREE FOR ALL METRO SUBSCRIBERS...

Sell more this graduation season with access to the Wizard Spec Ad Library Prom & Graduation Edition, as well as MiAD® Wizard. We're offering all Metro subscribers free access to these bonus ads and the Wizard ad personalization tool for one month. **If you don't already have access, call 800.223.1600 or email service@metro.email.com to get set up!**



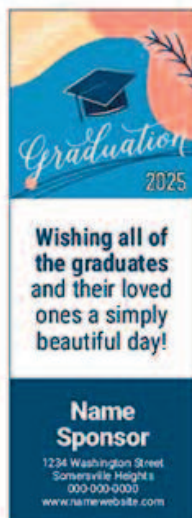
**Way to Go!**

Your big day is a big deal, and we're so proud of you!

Congratulations and very best wishes!

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PASS 1 col x 5 ★




**Graduation  
2025**

Wishing all of the graduates and their loved ones a simply beautiful day!

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Enjoy today...you've earned it!

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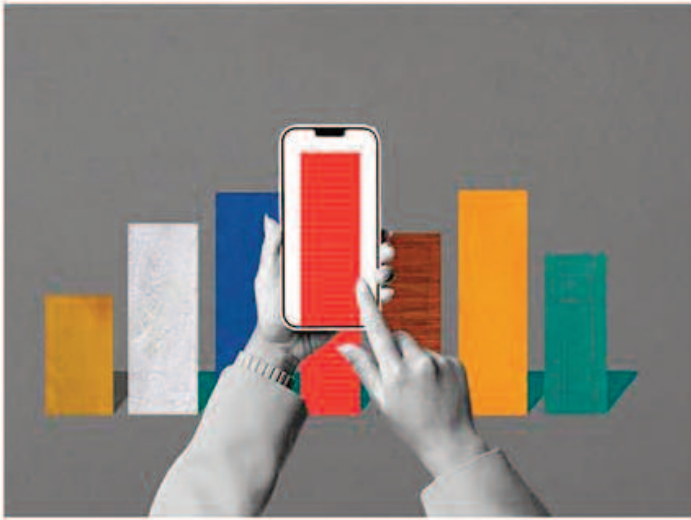
**the SKY  
is the Limit**

Best and brightest wishes to the best and brightest students! Congratulations to all of today's distinguished graduates.

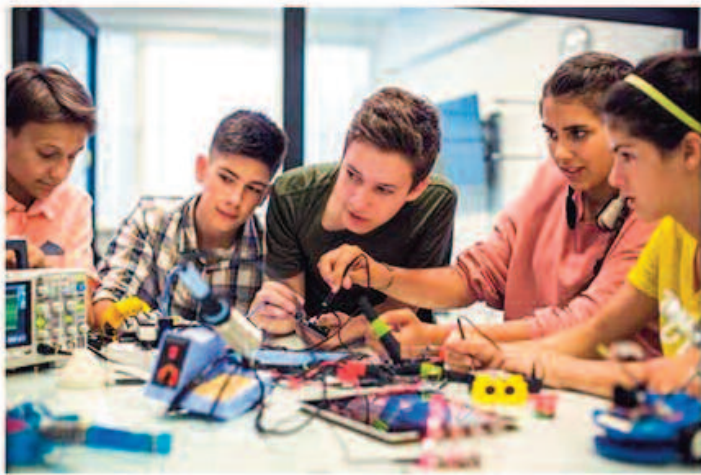
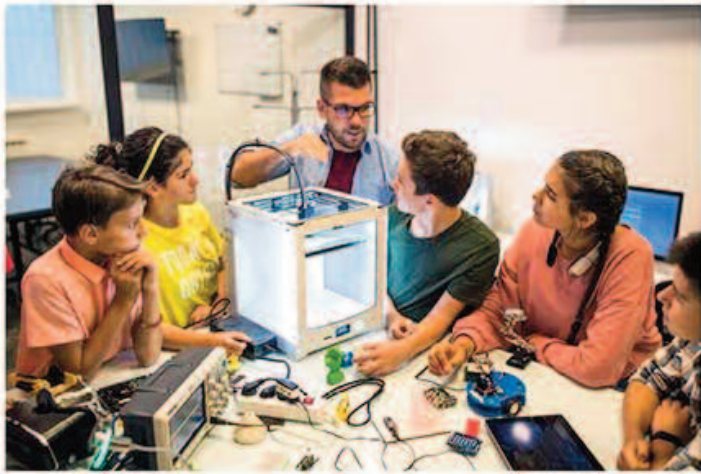
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GLASS OF WHITE WINE



DEVIL'S FOOD CAKE



DOZEN EGGS



ICED COFFEE



EGGS



FRESH STRAWBERRIES





BEEF BRISKET



BEEF SLIDERS



BURGERS ON THE GRILL



DOUBLE CHEESEBURGER



FRESH HOUSE SALAD



BARBECUED SPARE RIBS









# Community Calendar

May 2025

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

Doubletruck 19.334 col x 13"

# Community Calendar



## Graduation Wishes Let's Celebrate!

LOOK FOR THIS CALENDAR LAYOUT EACH MONTH ALL YEAR!  
Search keyword: 2025 calendars

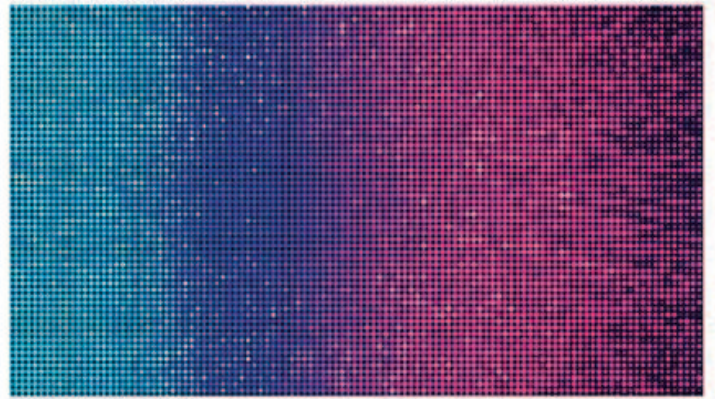
YOU CAN ALSO USE THE BACKGROUND, BURSTS AND HEADINGS PROVIDED TO CREATE A CUSTOM DIRECTORY LAYOUT.  
Select Ad Type:  
Directory/Multiple Advertiser



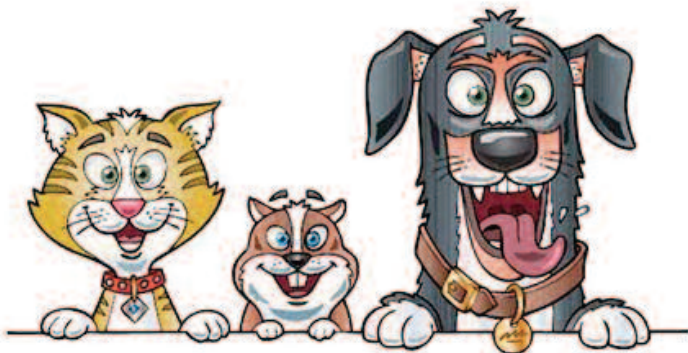










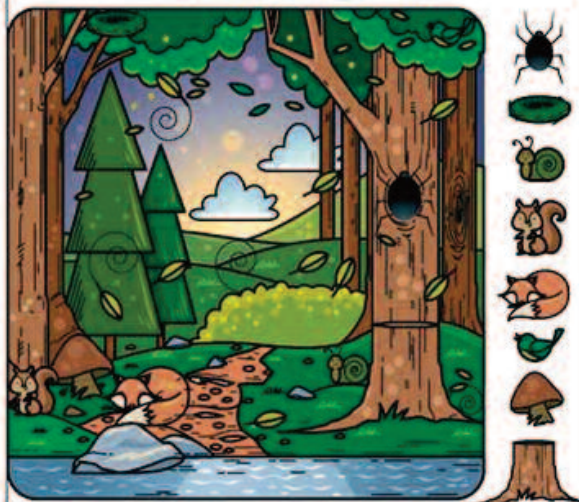








## SCAVENGER HUNT



Find These Objects: A Tree Stump, Squirrel, Bird, Fox, Snail, Mushroom, Spider, and a Nest

**SPONSOR**



Find These Objects: A Tree Stump, Squirrel, Bird, Fox, Snail, Mushroom, Spider, and a Nest

## SPELL IT OUT!

Things That Are Round



P \_ \_



B \_ \_



R \_ \_

Things That Are Square



B \_ \_



W \_ \_



S \_ \_

**SPONSOR**

## SPRING MAZE

Help this bird find her way back to the nest!



**SPONSOR**



**SPONSOR**





# Food & Fun

## Games & Recipes from Name Newspaper

### Expand your burger skills this barbecue season



#### Hamburgers with Stilton Cheese, Caramelized Shallots and Mushrooms

Makes 4 servings

##### For caramelized shallots:

2 tablespoons butter  
2 tablespoons olive oil  
1 1/2 lbs. fresh shallots, peeled and sliced  
Salt, to taste  
1 tablespoon sugar

##### For mushrooms:

2 tablespoons butter  
1 tablespoon olive oil  
1/2 tablespoon balsamic vinegar  
1 clove of garlic, minced  
8 ounces fresh mushrooms, sliced

##### For hamburgers:

1 1/2 lbs. ground sirloin, chuck or round  
Coarse salt, to taste  
Freshly ground black pepper, to taste  
4 slices Stilton cheese  
4 hamburger rolls or sandwich rolls  
1 tablespoon melted butter  
Lettuce leaves

##### For caramelized shallots:

1. Melt butter with olive oil in a thick-bottomed pan until the oil is shimmering. Add the sliced shallots and stir to coat. Cook, stirring on occasion, for 7 to 10 minutes. Do not let the shallots burn or dry out. Sprinkle the salt and sugar over the shallots.

2. Cook for about 30 minutes, stirring frequently. If shallots seem to be drying out, add a little water or oil to the pan. Shallots should be brown but not burned. Continue to cook and stir; scrape up all the browned bits stuck to the bottom of the pan, until the shallots are a deep, rich, browned color.

##### For mushrooms:

Melt butter with oil in a large skillet over medium heat. Stir in balsamic vinegar, garlic and mushrooms. Saute for 20 minutes, or until tender.

##### For hamburgers:

1. Moisten your clean hands with cold water and divide the ground beef in 4 equal portions. Form into a flattened ball. Season with salt and pepper.  
2. Refrigerate until ready to cook.  
3. Prepare the grill and preheat to high. Brush the grill grate with oil.  
4. Place the prepared burgers on the hot grill grate. Grill for 5 to 7 minutes per side for medium, or until an instant read thermometer inserted through the side of the burger into the center reaches 160 F.  
5. Brush the rolls with melted butter and toast them on the grill for about 45 seconds. Assemble the burgers, with lettuce leaves, Stilton cheese, caramelized shallots, and mushrooms. Serve.

#### What's the Difference?

There are four differences between Picture A and Picture B.



Picture A and Picture B are identical. There are four differences between Picture A and Picture B.

#### Run ONLINE for AT-HOME PRINTING!

Click this page to access a printable black-and-white PDF you can post on your website.

#### Word Scramble

Rearrange the letters to spell something pertaining to cooking.

**MSRMEI**

ANSWER: GRIND

**BERLDIO**

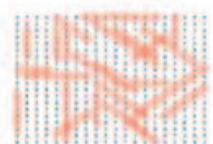
ANSWER: BREAD

**ROKCOE**

ANSWER: COOK

**LIGLR**

ANSWER: LILY



#### GET COOKING WORD SEARCH

G Y G A T A M E R A W K O O C H E A H R  
O D I F Z A Y P G L U E P B R O T Z G T  
Z C K U L A E G G N D Z T F C O S P J N  
W R O F I P I B C P I N H R F A C L R  
Z E T B O O C Y D C P N E S O Y B F F I  
U A E R R H J K U O H H I L B Y I J M W  
C M Z A B C B F J J H T D R B W K N B C  
G A C S I M I R P Y E H D O B G S J G Y  
S I F T Y Y T C A O A K Z F W E K O A E  
Z D E G L A Z E D I A O U I H Z Y F N K  
B O D T H C S M D L S C B A K E G N F B  
F G B B D A U W I R H E H N O G E K N T  
B B F N T R H I B A E A L O Y I T K S C  
L N C M E A R M R L W D H J L O H A R A  
A N O T K M N N O U L N G U F T O B F S  
N M S A F E L B W I K I J E Y R K J B S  
C Y S O G L O K N W Y D R O L U D B P G  
H I E D P I B U G C J H I G R W W M Y L  
G D J P L Z N Z D K I U D C U G Y J H B  
W L E L S E A O U T E T K G E A C D N J

#### WORDS

BAKE  
BASTE  
BEAT  
BLANCH  
BLEND  
BOIL  
BRAISE  
BRINING  
BROIL  
BROWN  
CARAMELIZE  
CHOP  
COOKWARE  
CREAM  
DEGLAZE  
DICE  
DREDGE  
FOLD  
FRYING  
GRILL  
JULIENNE  
POACH  
ROAST  
SIFT

Find the words hidden vertically, horizontally, diagonally, and backwards.

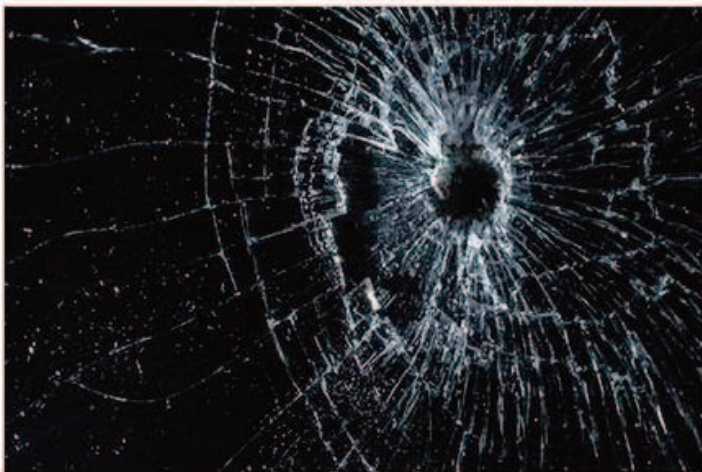
Tab 10" x 13"

>> Click here for more **GAMES & PUZZLES**













*Cinco de Mayo*





## Ad Starters

These designs are also available as backgrounds without headings. Find them by searching Images using the Ad Starter filter, or select the Background filter to search versions without headings.



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25



PASS 2 COL. x 5.25



PASS 2 COL. x 5.25



PASS 1 COL. x 5.25









**SHOP • EAT • SPEND • ENJOY**  
**LOCAL**

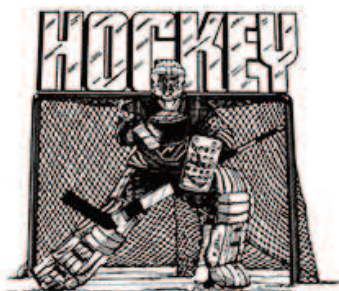


**So why not do your shopping here?**  
*Your local merchants appreciate your business!*











## Birds of North America

This series illustrating North American bird species will continue in the coming months. To locate them as a group in MetroCreativeConnection.com (MCC), select Illustration from the Image Type filter and search "North America birds" using the Exact Match feature.



BULLOCK'S ORIOLE



COOPER'S HAWK



HORNED LARK



HOUSE SPARROW



RED-EYED VIREO



CANYON WREN



COMMON YELLOWTHROAT



KILLDEER



MALLARD



TOWNSEND'S SOLITAIRE



EASTERN PHOEBE



GOLDEN-CROWNED KINGLET



EASTERN BLUEBIRD



# Birds of North America

This series illustrating North American bird species will continue in the coming months. To locate them as a group in MetroCreativeConnection.com (MCC), select Illustration from the Image Type filter and search "North America birds" using the Exact Match feature.



BELTED KINGFISHER



DOUBLE-CRESTED CORMORANT



EUROPEAN STARLING



VIOLET-GREEN SWALLOW



TURKEY VULTURE



YELLOW WARBLER



PINYON JAY



SPRAGUE'S PIPIT



GREAT BLUE HERON



HERMIT THRUSH



NORTHERN WATERTHRUSH



SNOW GOOSE











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MEASLES VACCINE SYRINGE



CROWD OF PEOPLE AROUND THE MEASLES VACCINE



AVOCADO WITH SOMBRERO CARTOON



COWS GRAZING ON A FARM



TROPICAL SUNSET



KID DRIVING A GO-KART



CONSTRUCTION WORKERS



SALON ITEMS



FEMALE WRESTLING CHAMPION



POSTAL WORKER



KIDS DRIVING GO-KARTS ON A TRACK









**Celebrate  
VICTORIA DAY!**

**MAY  
LONG  
WEEKEND  
SALE**



**Happy  
May  
Long Weekend!**



(Happy Mother's Day To All Moms!)



(Do-It Yourself, Get Out Your Tools!)



(Take Good Care Of Your Lawn)



(It's A Beautiful Day To Change Your Car)









## Spanish Headings

Titulos en español oportunos para promociones relacionadas a días festivos y eventos especiales. (Timely Spanish headings for promotions related to key holidays and events.)



(CINCO DE MAYO CELEBRATIONS)



(MEMORIAL DAY REMEMBERING & HONORING)



(NATIONAL POLICE WEEK)



(HAPPILY EVER AFTER)



(HAPPY MOTHER'S DAY)



(SUMMER CAMP GUIDE & ACTIVITIES)



(NATIONAL BIKE MONTH)



(NATIONAL NURSES WEEK)



(NATIONAL WINE DAY)



(INTERNATIONAL FIREFIGHTERS DAY)









## Tips renovate on a budget

Renovations around the house require an investment of time and often considerable amounts of money. Findings from the 2024 U.S. Houzz & Home Study show that home renovations are becoming more expensive. The median renovation spending for homeowners has gone up 60 percent since 2020. Angi, a home services website, reports the average renovation cost for homes between 1,250 and 1,600 square feet is \$51,772, but the final cost of home renovations depends on the scope of the project.

[READ MORE OR DOWNLOAD](#)



## How to plan an engaging vacation

Despite the well-documented benefits of taking time off, millions of vacation days go unused each year. According to an Ipsos survey conducted near the end of 2024, nearly half of working professionals in the United States expected to have unused vacation days by the end of that year. The cost of travel has risen in recent years, and a 2024 report from Deloitte indicated that price concerns kept many would-be vacationers from traveling that summer. Though costs might remain high depending on how vacationers travel and where they're going, there are still ways to plan an engaging vacation without breaking the bank.

[READ MORE OR DOWNLOAD](#)



## Sports that can compel seniors to get up and move

A 2018 study published in the journal Biochemistry Research International found that physical activity can be a protective factor for noncommunicable diseases, including heart disease and diabetes, and can even help to delay the onset of dementia. The study also linked physical activity to improved quality of life and mental health. Sports require players to be physically active, so seniors who decide to dust off their athletic gear and play the following sports can reap all the rewards that getting up and moving has to offer.

[READ MORE OR DOWNLOAD](#)



## Memorial Day weekend travel tips

Certain times of year inspire more travel than others. Memorial Day weekend certainly fits that bill. AAA estimated 44 million people traveled during Memorial Day weekend in 2024, and that popularity is at least in part due to the holiday's reputation as the unofficial beginning to summer.

A Memorial Day weekend getaway can be just what people need to get into the summer swing of things. With summer set to kick off, even if only unofficially, travelers can consider these tips to make the most of this popular time to travel.

[READ MORE OR DOWNLOAD](#)





## How to prepare outdoor spaces for Memorial Day entertaining

Memorial Day weekend is a popular time to entertain. For many, the weekend marks the first outdoor entertaining opportunity of the year, which is certainly something to look forward to. As outdoor entertaining season begins, homeowners can take these steps to prepare their outdoor living spaces for the first big backyard get-together of the year.

[READ MORE OR DOWNLOAD](#)



## Water recreation safety tips

Fun in the sun often involves playing in the water. Whether you're soaking up some rays in a backyard pool, catching some ocean waves on a surfboard or sliding your way across a Slip 'N Slide, there's no shortage of ways to incorporate water into warm weather recreation. Water-based recreation makes especially warm days more comfortable, but caution must reign supreme when engaging in water play. The National Drowning Prevention Alliance offers the following safety tips to lower the risk of water recreation accidents.

[READ MORE OR DOWNLOAD](#)



## How to keep kids safe during a home renovation project

Home renovation projects are significant undertakings. Some projects are simple and do not require residents to adjust much, if at all. But larger projects can take several weeks or even months, and such renovations pose a unique challenge, particularly for homeowners who have young children. Children are curious by nature, and that curiosity can be dangerous during home renovations. Homeowners preparing to renovate their homes can keep these safety strategies in mind to protect their children during the project.

[READ MORE OR DOWNLOAD](#)



## Tips to overcome seasonal allergies

Spring and summer are typically welcomed with open arms. Warm weather, blooming flowers and trees full of leaves are a welcome sight for many, but seasonal allergy sufferers may find the transition from winter to spring a little more challenging.

The Center for Health Statistics found that just under 26 percent of adults and roughly 19 percent of children have a seasonal allergy. Treatments for seasonal allergies can be effective, and many people find over-the-counter medications are enough to alleviate their symptoms. But even people who take OTC medications daily may have days when seasonal allergies cause considerable discomfort. In such situations, allergy sufferers can consider these strategies.

[READ MORE OR DOWNLOAD](#)





## Common health issues affecting women

Preventive health care is a multifaceted approach that aims to keep people healthy and reduce their risk for various diseases and conditions. Health education is one facet of preventive health care that can be easily overlooked, particularly by busy adults juggling an assortment of responsibilities.

[READ MORE OR DOWNLOAD](#)



## Tips to make Mother's Day extra special

Mother's Day is celebrated each May and marks a perfect opportunity to show Mom how much she's loved and appreciated. Mother's Day has been celebrated for more than 100 years, and in that time mothers have grown accustomed to certain staples of the holiday. A bouquet of fresh flowers, Sunday brunch at a local restaurant and some gifts from a partner and the children have become standards each Mother's Day.

[READ MORE OR DOWNLOAD](#)



## Mother's day crafts Mom will cherish

Many mothers will attest that few things are better than a little rest and pampering on Mother's Day. And when it comes to gifts, homemade items are among the most heartfelt. Although schools and day care centers may take the lead and guide children through Mother's Day crafts, parents and caregivers looking to encourage kids to make crafts at home can explore these ideas that can turn into wonderful gifts or decorative items for Mom.

[READ MORE OR DOWNLOAD](#)



## 7 ways to honor active military and veterans

A major portion of the North American population is comprised of people who are actively serving in the Armed Forces or those who once did. USAFacts reports the military included 2,079,142 military personnel and 778,539 civilians as of September 2023. In 2023, the U.S. Census Bureau estimated there were 15.8 million veterans in the U.S. In Canada, the 2021 Census of Population found that 97,625 Canadians were serving in the Canadian Armed Forces while 461,240 Canadians were characterized as veterans.

[READ MORE OR DOWNLOAD](#)



# 05 2025 May

April							June						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
6	7	8	9	10	11	12	1	2	3	4	5	6	7
13	14	15	16	17	18	19	8	9	10	11	12	13	14
20	21	22	23	24	25	26	15	16	17	18	19	20	21
27	28	29	30				22	23	24	25	26	27	28
							29	30					

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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05 2024 May						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2	3
4	5	6	7	8	9	10
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

04 2025 April						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

06 2025 June						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

[CLICK HERE FOR YOUR 2025 CALENDARS](#)

Update this layout for 2025 with the new calendar images provided!

[CLICK HERE TO UPDATE THIS PAGE LAYOUT](#)

To print your calendar to the page, contact Sales Rep. Name & (508) 555-5555 or email us at [info@somervillepress.com](mailto:info@somervillepress.com)

<p><b>May 02</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 03</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 04</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 05</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 06</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 07</b></p> <p>Name Event Here Event Location Event Time</p>
<p><b>May 08</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 09</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 10</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 11</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 12</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 13</b></p> <p>Name Event Here Event Location Event Time</p>
<p><b>May 14</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 15</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 16</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 17</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 18</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 19</b></p> <p>Name Event Here Event Location Event Time</p>
<p><b>May 20</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 21</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 22</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 23</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 24</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 25</b></p> <p>Name Event Here Event Location Event Time</p>
<p><b>May 26</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 27</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 28</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 29</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 30</b></p> <p>Name Event Here Event Location Event Time</p>	<p><b>May 31</b></p> <p>Name Event Here Event Location Event Time</p>

**Join Us for Mother's Day**

Sunday May 14  
Chapin's Church  
Dinner 11:30am - 2:00pm  
Kids Menu

**Village Bistro**  
100 Main St  
Somerville, MA 02143  
508-555-5555

**It's Fiesta Time!**

Celebrate Mexican Culture  
Starting Friday May 5  
Tio's Cantina & Grill

**MEMORIAL DAY Salute & Ceremony**

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