

CREATE. SELL. PROFIT.

METRO[®]

WIZARD SPEC AD LIBRARY

MAY PRINT & WEB ADS:

Home Interiors
Party Planning &
Celebrations



HOST IT HERE

THE BEST KIDS' BIRTHDAY PARTY PACKAGES!

Call or go online for details and booking.

Restaurant or Activity Venue

1234 Main Street
Town, State, Zip
(555) 555-5555
www.metro.com



BOWLING PARTIES

Hours of fun with our Bowling Parties!

Call or go online for details and booking.

Bowling Alley

1234 Main Street
Town, State, Zip
(555) 555-5555
www.metro.com



BIRTHDAY FUN? We're Game!

Call or go online for details and booking.

Arcade or Activity Park

1234 Main Street
Town, State, Zip
(555) 555-5555
www.metro.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

FEBRUARY
Spring Home
Senior Living

MARCH
Children's Health
Car Care

APRIL
Graduation
Prom

MAY
Celebrations
Home Interiors

JUNE
Weddings
Summer Fun

JULY
Outdoor Living
Our Neighborhood

AUGUST
Back to School
Emergency

SEPTEMBER
Fall Home
Senior Health

OCTOBER
Holiday Gifts
Breast Cancer Awareness

NOVEMBER
Holiday Season
Kids & Family

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).

S2505P01002K.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

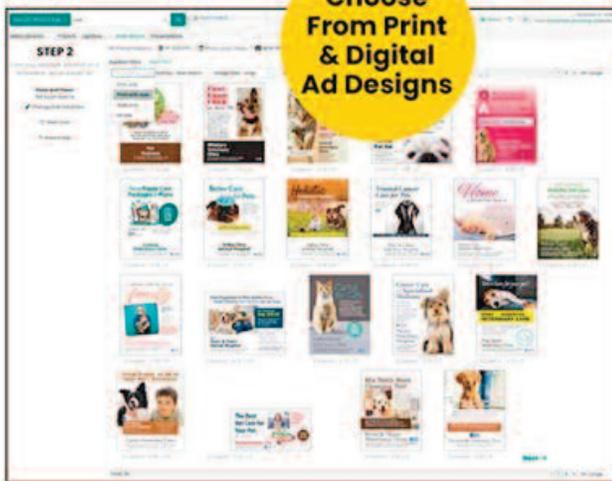
◇ Photoshop® EPS file format

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

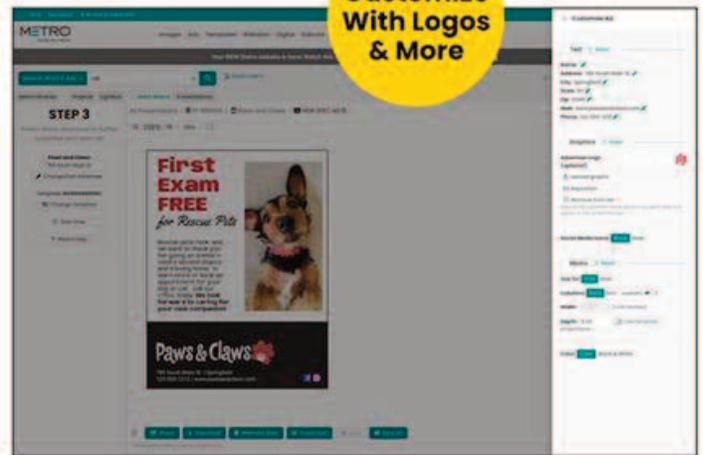
Personalize spec layouts for presentation by email or in person, then email the presentation with notes to your creative team to streamline the production process and minimize revisions. Pay pennies on the ad for personalized print and web designs that will help you close more sales!

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

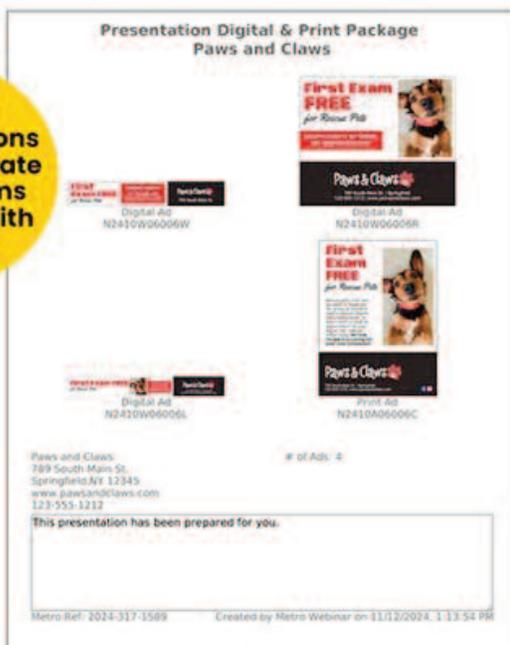
Choose From Print & Digital Ad Designs



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 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 to Preview** This Section
>> **Click to Purchase** or Get Pricing



>> **Click 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 home improvement features
>> **Click here** for your latest celebration features

N2102P66008C-●



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!**

You'll love our unique
selection of lighting
and accessories to put
the finishing touches
on any room!

Complete Living Room Groups

Finance your happy place
for as little as

\$99 Monthly

● N2311P17005C-
● N2203P59008C-



● C252QP30001C-

Bellamy Furniture Store

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

Showroom Hours:
Tuesday-Friday 10 a.m.-9 p.m.,
Saturday 10 a.m.-5 p.m.
*Visit Our Virtual Showroom to
Shop, Decorate and Get
Inspired Online Anytime!*



AD# S2505A03001C

PASS 3 COL. x 9.5



Leaderboard
728 x 90



Your Home for the **Best Furniture Values**



Visit Our Virtual Showroom

Bellamy Furniture Store

1234 Washington Street
Somerville Heights

NEWS

Local news articles in the newspaper layout.

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

Your Home for the **Best Furniture Values**

Bellamy Furniture Store
1234 Washington Street
Somerville Heights

Visit Our Virtual Showroom

Rectangle 300 x 250

NEWS

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!

You'll love our unique selection of lighting and accessories to put the finishing touches on any room!

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



Bellamy Furniture Store

1234 Washington Street | Somerville Heights
005-000-0000 | www.bellamystore.com



Your Home for the **Best Furniture Values**

Bellamy Furniture Store
1234 Washington Street

Visit Our Virtual Showroom

Mobile Wide 320 x 50

AD# S2505A03001C 3 COL. x 9.5

N2208P62003C-●

Give Your Windows the Design Magazine Treatment

Our custom-crafted window solutions are designed to bring style, privacy, elegance and convenience to every room in your home.



**Custom Blinds | Custom Drapes
Custom Shades | Custom Shutters**

We design, measure and install for a flawless fit!

Free Design Consultation and Estimate
Call, come in or schedule online today.



Best Blinds & Window Designs

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

AD# S2505A05001C

PASS 3 COL. x 4.5



**Custom
Window Designs**
Blinds • Drapes • Shades • Shutters

Free Consultation & Estimate

**Best Blinds &
Window Designs**
1234 Washington Street
Somersville Heights

Rectangle 300 x 250

**Blinds • Drapes
Shades • Shutters**

Free Consultation & Estimate

**Best Blinds &
Window Designs**
1234 Washington Street

Mobile Wide 320 x 50

**Beautiful Custom
Window Designs**
Blinds • Drapes • Shades • Shutters

**Free
Consultation
& Estimate**

**Best Blinds &
Window Designs**
1234 Washington Street
Somersville Heights

Leaderboard 728 x 90

N2102P22006C-●

Perfect Touches
for a **Comfy, Cozy** Home

Pillows & Throws | Curtains & Rugs | Lighting & Decor | Home Accessories

Home Decor Boutique

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

Facebook icon | Instagram icon

AD# S2505A06001C PASS 2 COL. x 3 ★

Perfect Touches
for a **Comfy, Cozy** Home

Shop unique home decor and more!

Home Decor Boutique

1234 Washington Street
Somersville Heights

Rectangle 300 x 250

Find that perfect touch for your home!

Home Decor Boutique
1234 Washington Street

Mobile Wide 320 x 50

Perfect Touches
for a **Comfy, Cozy** Home

Shop unique home decor and more!

Home Decor Boutique
1234 Washington Street
Somersville Heights

Leaderboard 728 x 90

Refresh or Remodel

Kitchens • Bathrooms • Interiors

From concept to completion, we'll transform the space you have into the home of your dreams!

Get Started With a Free Design Consultation.
Call or schedule online today.

Clayton Contracting

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

Facebook icon | Instagram icon

AD# S2505A06002C PASS 2 COL. x 3 ★

Refresh or Remodel

Kitchens • Bathrooms • Interiors

Book Your Free Design Consultation!

Clayton Contracting

1234 Washington Street
Somersville Heights

Rectangle 300 x 250

Kitchens • Bathrooms • Interiors

Book Your Free Design Consultation!

Clayton Contracting
1234 Washington Street

Mobile Wide 320 x 50

Refresh or Remodel

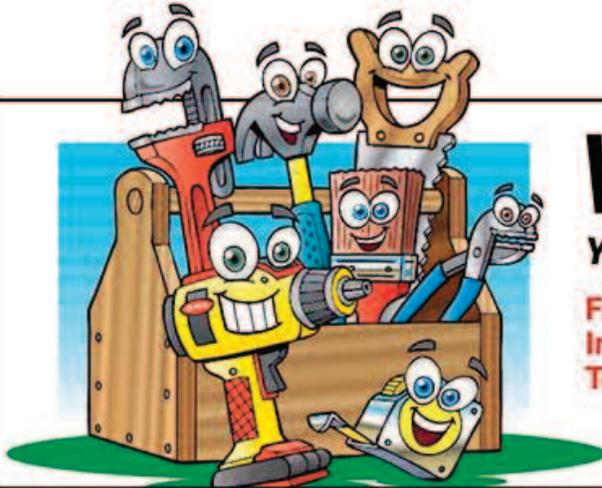
Kitchens • Bathrooms • Interiors

Book Your Free Design Consultation

Clayton Contracting
1234 Washington Street
Somersville Heights

Leaderboard 728 x 90

C252QP11010C*-O



We're Here to Help

Your local partners in home improvement!

Friendly, Helpful & Knowledgeable
In-Store Workshops | Keys Made
Tool & Equipment Rentals

Open 7 a.m.-7 p.m. Closed Sundays

Lee's Hardware & Home Improvement

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



AD# S2505A07001C

PASS 3 COL. x 3



We're Here to Help
Your local partners in home improvement!



Tools
Hardware
Rentals
Keys
Lumber

Lee's Hardware & Home Improvement
1234 Washington Street
Somerville Heights

Rectangle 300 x 250



We're Here to Help
Tools • Hardware • Rentals • Keys

Lee's Hardware & Home Improvement
1234 Washington Street

Mobile Wide 320 x 50



We're Here to Help
Your local partners in home improvement!

Hardware
Tool Rentals
Keys Made

Lee's Hardware & Home Improvement
1234 Washington Street
Somerville Heights

Leaderboard 728 x 90



Party Planning CHECKLIST

Hosting at home? Stress less with these helpful timeline tips!

Five to Six Weeks Before

- Make a Guest List**
Consider inviting up to 20% more people than you can comfortably host, since less than 80% of invitees typically attend.
- Choosing a Theme?**
Start thinking about decorations and looking for inspiration.
- Hiring Help?**
If you're planning to hire catering or entertainment services, now is the time to reserve.

Three to Four Weeks Before

- Send Invitations**
Start inviting guests by email, mail, text or phone call.
- Plan Your Menu**
Create a schedule of how far in advance each menu item can be made, and make your shopping list. Start shopping early to take advantage of any coupons or weekly deals.
- Arrange for Any Assistance**
If you're asking friends to help out with party prep or setup, start assembling your team.

Two Weeks Before

- Take Tabletop Inventory**
Make sure you have enough linens, serveware, utensils, napkins, plates and cups.
- Queue the Music**
Create a playlist, planning for about 20 songs per hour of party time.

One Week Before

- Prepare Make-Ahead Dishes**
If you have any items on your menu or ingredient lists that can be made in advance and frozen, prepare them now.
- Clean the House**
Pay attention to high-traffic rooms like the bath, kitchen and gathering areas.
- Stock Beverages**
Purchase any alcoholic and non-alcoholic beverages you plan to serve, and consider creating a signature cocktail or mix up a batch cocktail for your event. Don't forget the ice, ice bucket and any cocktail garnishes like lemons or limes.

Three Days Before

- Finish Grocery Shopping**
Pick up any ingredients or menu items left on your shopping list.

- Organize a Cooking Schedule**
Create a timeline of when each dish on your menu should be heated to ensure you have enough oven space.

Two Days Before

- Start Decorating**
Set up any string lights, hanging decorations or flower arrangements. Decorate tablespace, bar or buffet areas, and set out plates, utensils and cups.

One Day Before

- Finish as Much Cooking as Possible**
Chop, measure and prep anything that can be done in advance.
- Set Up Any Extra Seating**
- Start Chilling Beverages**

Party Day

- Pick Up Any Catering Orders**
- Complete Any Last-Minute Cleaning**
- Stock Extra Toilet Paper**
Wipe down bathroom surfaces, and stock extra toilet paper in view.
- Assemble Dishes and Finish Cooking**
- Set Out Snacks and Drinks**
Set out drinks and some appetizers or snacks before guests arrive, saving ice and cold beverages for last.

SPONSOR LOGO

AD# S2505A08001C

PASS 3 COL. x 9.5

N2106P18006C-●

Exquisite Taste for Your Next Event

**Celebrate at
our place or yours!**

Group Reservations
Private Party Room
Catering Services
Beer, Wine & Cocktails

*We offer vegetarian, vegan
and gluten-free menu options!*



Locale Restaurant & Catering

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

Catering Menu &
Party Packages



AD# S2505A05001C

PASS 3 COL. x 4.5



Exquisite Taste
for Your Next Event

Celebrate at our place or yours!
Private Party Room & Catering Services

Party Packages & Menus

**Locale Restaurant
& Catering**

1234 Washington Street
Somersville Heights

Rectangle 300 x 250

Celebrate at our place or yours!
Private Party Room & Catering Services

Party Packages & Menus

**Locale Restaurant
& Catering**

1234 Washington Street

Mobile Wide 320 x 50

Exquisite Taste
for Your Next Event

Celebrate at our place or yours!
Private Party Room & Catering Services

Party Packages & Menus

**Locale Restaurant
& Catering**

1234 Washington Street
Somersville Heights

Leaderboard 728 x 90

HOST IT HERE

THE BEST KIDS' BIRTHDAY PARTY PACKAGES!

Call or go online for details and booking.

Restaurant or Activity Venue
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

N2211P64021C*-O

AD# S2505A10001C

PASS 1 COL. x 5



GREAT BIRTHDAY PARTY PACKAGES

Restaurant or Activity Venue

Mobile Wide 320 x 50

HOST IT HERE

GREAT BIRTHDAY PARTY PACKAGES

Restaurant or Activity Venue

Rectangle 300 x 250

BOWLING PARTIES

Have a ball with us!

Group reservations
Party packages
Full bar & snack bar
Kids' party room

Call or go online for details and booking.

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

N2501P22003C-●

AD# S2505A10002C

PASS 1 COL. x 5



Party Package Deals

Bowling Alley

Mobile Wide 320 x 50

BOWLING PARTIES

Have a ball with us!

Party Package Deals

Bowling Alley

Rectangle 300 x 250

BIRTHDAY FUN?

We're Game!

*Free birthday play
Kids' party packages
Pizza and much less
Gift cards in any amount*

Call or go online for details and booking.

Arcade or Activity Park
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

N1906P62019C-●

AD# S2505A10003C

PASS 1 COL. x 5



BIRTHDAY FUN?

We're Game!

Free birthday play

Party Room & Packages

Arcade or Activity Park
1234 Washington Street
Somerville Heights

Rectangle 300 x 250

WEB ADS

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

Free birthday play

Party Room & Packages

Arcade or Activity Park
1234 Washington Street

Mobile Wide 320 x 50

BIRTHDAY FUN?

We're Game!

Free birthday play

Party Room & Packages

Arcade or Activity Park
1234 Washington Street
Somerville Heights

Leaderboard 728 x 90

N2301P69001C-0

PARTY DEALS TO CELEBRATE

Partyware Packs **\$1.99** | Bagged Candy **99¢ & up** | Helium-Filled Balloons **2 for \$5**

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

Everyday Low Prices!

AD# S2505A11001C PASS 2 COL. x 4

PARTY DEALS TO CELEBRATE

Shop Celebration Essentials From 99¢

Discount Variety Mart
1234 Washington Street
Somersville Heights

WEB ADS

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

Shop Celebration Essentials From 99¢

Discount Variety Mart
1234 Washington Street

PARTY DEALS TO CELEBRATE

Shop Celebration Essentials From 99¢

Discount Variety Mart
1234 Washington Street
Somersville Heights

N2303P64020C*-0

Craft the Perfect Party

Make it magical with our inspiring selection of craft and baking supplies for every celebration!

Follow us to party inspo online or on social!

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

AD# S2505A11002C PASS 2 COL. x 4

Craft the Perfect Party

Baking and DIY supplies to make it magical!

Craft Supply Warehouse
1234 Washington Street
Somersville Heights

DIY and baking supplies to craft the perfect party!

Craft Supply Warehouse
1234 Washington Street

Craft the Perfect Party

Baking and DIY supplies to make it magical!

Craft Supply Warehouse
1234 Washington Street
Somersville Heights

N2504P29001C-0

Event Hall for Rent

Hassle-free hosting starts here!
Commercial kitchen on site
Vendor coordination available

Call or visit us online for rates and reservations!

Party & Event Hall
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

AD# S2505A11003C PASS 2 COL. x 4

Event Hall for Rent

Check rates and availability!

Party & Event Hall
1234 Washington Street
Somersville Heights

Host your next event here!

Party & Event Hall
1234 Washington Street

Event Hall for Rent

Check rates and availability!

Party & Event Hall
1234 Washington Street
Somersville Heights

N2505P03014C-

AD# S2505A12001C

PASS 2 COL. x 4



WEB ADS

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

N2504P03018C-

AD# S2505A12002C

PASS 2 COL. x 4



N2501P06010C-

AD# S2505A12003C

PASS 2 COL. x 4

