

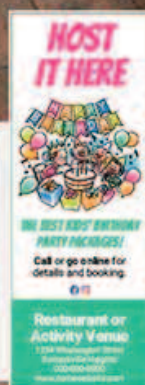
CREATE. SELL. PROFIT.

# METRO<sup>®</sup>

WIZARD SPEC AD LIBRARY

**MAY PRINT & WEB ADS:**

Home Interiors  
Party Planning &  
Celebrations



## THEMED SPEC ADS

- Ready to Personalize in MiAD<sup>®</sup> 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

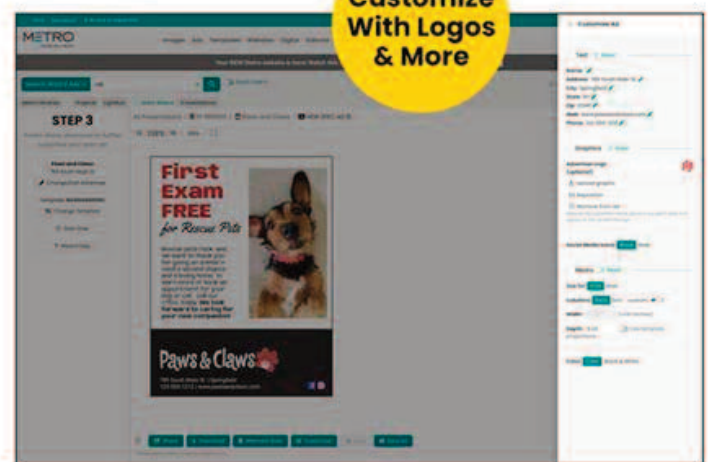
# Sales Reps, Instantly Personalize Any Template From This Book With Metro's Ad Wizard ★

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](http://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**



**Bellamy  
Furniture Store**  
1234 Washington Street  
Somersville Heights

# NEWS

THE HIGHEST PRICES FOR...  
THE HIGHEST PRICES FOR...  
THE HIGHEST PRICES FOR...

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  
Somersville 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 | Somersville Heights  
903-550-0000 | www.bellamystore.com

Showroom Hours:  
Tuesday-Friday 10 am-5 pm,  
Saturday 10 am-5 pm,  
visit Our Virtual Showroom &  
Shop, decorate and get  
inspired Online Anytime!



Visit Our Virtual  
Showroom

**Bellamy  
Furniture Store**  
1234 Washington Street

Mobile Wide 320 x 50

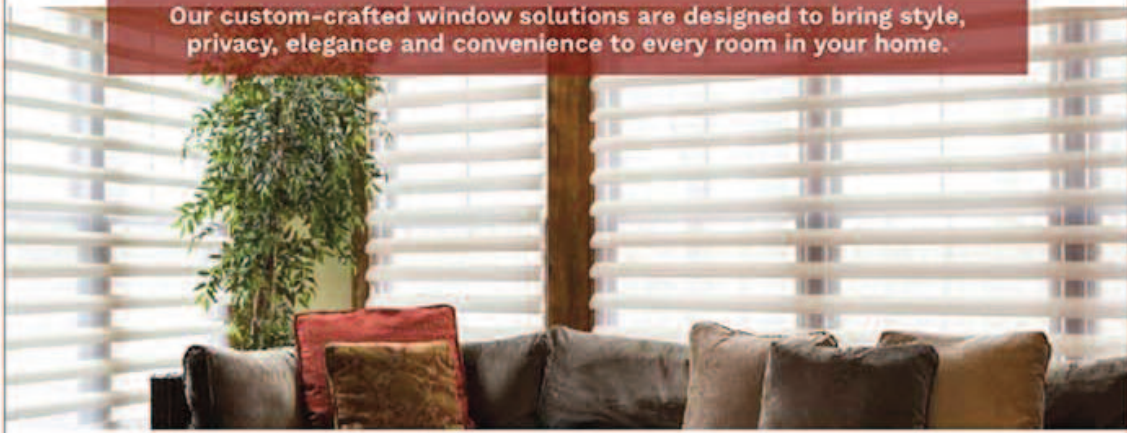
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N2208P62003C-●

# 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](http://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





**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

AD# S2505A06001C

PASS 2 COL. x 3



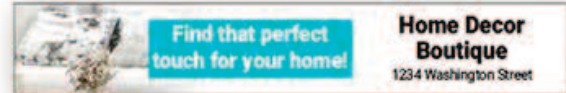

**Perfect Touches**  
for a **Comfy, Cozy** Home

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

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**

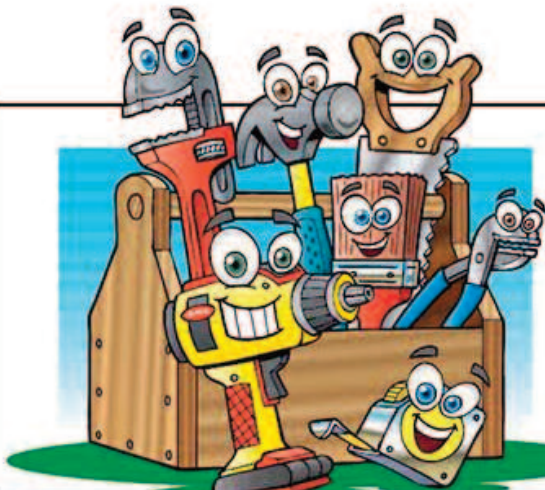
**Book Your Free Design Consultation**

**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 tablescape, 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

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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](http://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



Mobile Wide 320 x 50



Rectangle 300 x 250

AD# S2505A10001C

PASS 1 COL. x 5



**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-●



Mobile Wide 320 x 50



Rectangle 300 x 250

AD# S2505A10002C

PASS 1 COL. x 5



**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-●



Rectangle 300 x 250



Leaderboard 728 x 90

**WEB ADS**

Rectangle 250 x 300

Leaderboard 728 x 90

Mobile Banner 320 x 50



Mobile Wide 320 x 50

AD# S2505A10003C

PASS 1 COL. x 5





N2301P69001C-●

# 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



N2303P64020C\*-○

# 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



N2504P29001C-●

# 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





# PARTY DEALS TO CELEBRATE

Shop Celebration Essentials From \$99

**Discount Variety Mart**  
1234 Washington Street  
Somerville Heights

# PARTY DEALS TO CELEBRATE

Shop Celebration Essentials From \$99

**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

Shop Celebration Essentials From \$99

**Discount Variety Mart**  
1234 Washington Street  
Somerville Heights

# Craft the Perfect Party

Baking and DIY supplies to make it magical!

**Craft Supply Warehouse**  
1234 Washington Street  
Somerville Heights

# Craft the Perfect Party

Baking and DIY supplies to make it magical!

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  
Somerville Heights

# Event Hall for Rent

Check rates and availability!

**Party & Event Hall**  
1234 Washington Street  
Somerville Heights

# Event Hall for Rent

Check rates and availability!

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  
Somerville Heights



N2505P03014C-●

**Great Selection of Cold Beer**  
**Domestic, Imported & Craft Kegs**  
 Order by phone or online for in-store pickup or delivery!

Beer • Wine • Spirits • Kegs • Snacks • Mixers • Ice

**Bulk Discounts for Your Next Event!**

**Discount Beer, Wine & Liquors**  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | www.namewebsite.com

AD# S2505A12001C

PASS 2 COL. x 4



**Cold Beer & Kegs**  
**Order Ahead for Your Next Event!**

**Discount Beer, Wine & Liquors**  
 1234 Washington Street  
 Somersville Heights

**WEB ADS**

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

**Order Ahead for Your Next Event!**

**Discount Beer, Wine & Liquors**  
 1234 Washington Street

**Cold Beer & Kegs**  
**Order Ahead for Your Next Event!**

**Discount Beer, Wine & Liquors**  
 1234 Washington Street  
 Somersville Heights

N2504P03018C-●

**Get a FREE Bag of Ice**  
**With Any Purchase of \$30 or More**  
 List details, terms and conditions here.

Beer • Wine • Spirits • Kegs • Snacks • Mixers • Ice

**Bulk Discounts for Your Next Event!**

**Discount Beer, Wine & Liquors**  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | www.namewebsite.com

AD# S2505A12002C

PASS 2 COL. x 4



**Beer • Wine • Spirits  
 Kegs • Snacks  
 Mixers • Ice**  
**Bulk Discounts for Your Next Event!**

**Discount Beer, Wine & Liquors**  
 1234 Washington Street  
 Somersville Heights

**Bulk Discounts for Your Next Event!**

**Discount Beer, Wine & Liquors**  
 1234 Washington Street

**Beer • Wine • Spirits • Kegs  
 Snacks • Mixers • Ice**  
**Bulk Discounts for Your Next Event!**

**Discount Beer, Wine & Liquors**  
 1234 Washington Street  
 Somersville Heights

N2501P06010C-●

**\$10 Party Snack Bundle**  
**TWO Party-Size Chips PLUS Dip**  
 List details, terms and conditions here.

Beer • Wine • Spirits • Kegs • Snacks • Mixers • Ice

**Stock Up With Our Bulk Discounts!**

**Discount Beer, Wine & Liquors**  
 1234 Washington Street | Somersville Heights  
 000-000-0000 | www.namewebsite.com

AD# S2505A12003C

PASS 2 COL. x 4



**Value-Priced Snacks & Beverages**  
**Stock Up for Your Next Event!**

**Discount Beer, Wine & Liquors**  
 1234 Washington Street  
 Somersville Heights

**Value-Priced Snacks & Beverages**

**Discount Beer, Wine & Liquors**  
 1234 Washington Street

**Value-Priced Snacks & Beverages**  
**Stock Up for Your Next Event!**

**Discount Beer, Wine & Liquors**  
 1234 Washington Street  
 Somersville Heights