

*Creative & Advertising Showcase:*

# TOPics That Sell

**METRO**  
Advertising Service

Timely New Templates, Images, Editorial & Ideas to Plan & Grow Revenue Faster >>



*New content, sales opportunities and creative ideas to target more monthly revenue!*



## Veterans & Remembrance Day

Build sections and pages celebrating America's veterans on November 11 with images, heading and social media designs, and sponsor-ready templates. Content to recognize Veterans' Week and Remembrance Day in Canada can be found on page 40.

**PAGE 06 >**



## Small Business Saturday®

Help advertisers drive traffic on November 28 and all season with holiday-themed content focused on supporting local small businesses. Please note, Small Business Saturday® and Shop Small® are registered trademarks of American Express.

**PAGE 08 >**



## Diabetes Month

Prediabetes is on the rise globally, according to Yale Medicine. Find infographic page designs and more support content created for National Diabetes Month in the U.S. and Diabetes Awareness Month in Canada this November.

**PAGE 10 >**



## Thanksgiving & Friendsgiving

Combine new page mastheads and food images with fresh editorial features and recipes to create holiday pages or sections. Plus, discover new print and digital ad templates for grocers, dining, catering, pies and furniture.

**PAGES 12 & 34 >**



**Plaid Friday | PAGE 14 >**

**Black Friday | PAGE 15 >**

**Cyber Monday | PAGE 16 >**

**Holiday Baking | PAGE 19 >**

**National Candy Day | PAGE 20 >**

**Daylight Saving Time | PAGE 21 >**

**Winter Fashion & Outerwear | PAGES 22 & 23 >**

**Movember® & Beard Care | PAGE 24 >**

**America Recycles Day | PAGE 25 >**

**Long-Term Care Awareness Month | PAGE 26 >**

**American Education Week | PAGE 29 >**

**National Play Outside Day | PAGE 30 >**

**Cook for Your Pets Day | PAGE 31 >**

**Election Day | PAGE 36 >**

**Newspaper Marketing | PAGES 37 & 50 >**

✦ **Canada: Remembrance Day | PAGE 40 >**

✦ **Canada: Senior Safety Week | PAGE 41 >**

## Themed Sections, Websites & Directories



Find Content for American and Canadian Markets

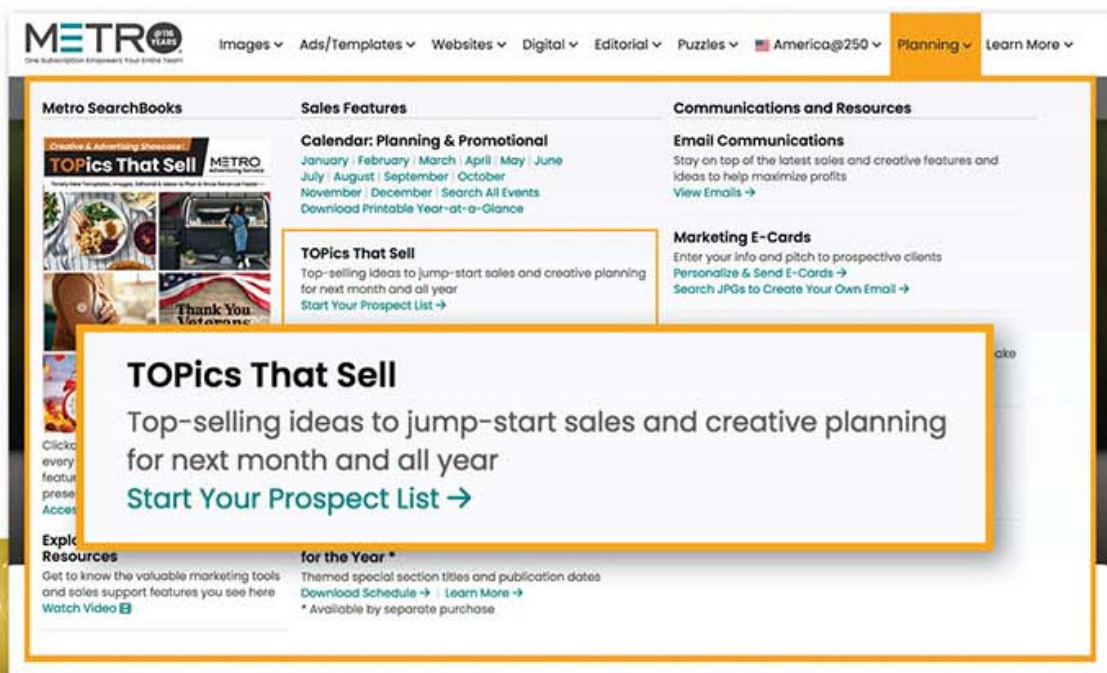
★ **miAD® Wizard Enabled**

See how to personalize these spec ads with the Wizard!

# We are always posting new content!

★ Keep checking your Metro site for the latest.

Use our **TOPICS THAT SELL** site page to strategically plan for the month ahead and **EXPLORE IDEAS THAT SELL ALL YEAR:**



**Check this page often for updates!**

## TOPICS That Sell for November



- Diabetes Month
- Remembrance Day
- Small Business Saturday\*
- Thanksgiving
- Veterans Day

Search Your **Planning Calendar** for More Monthly Events

Locate all of your Metro assets to target top advertisers and sponsors for key topics in one click. Then select any strip (Print Templates, Web Ad Sets, Photos, Editorial, Social Media, Etc.) to expand results for that particular category.



## TOPICS That Sell All Year

Please note: This list is work in progress! Check back often for updates.

- Antiques & Vintage
- America@250
- Agriculture & Farming
- Auto Dealerships
- Automotive Services
- Coffee
- Community/Neighborhood
- **New:** Customer Appreciation
- Expos & Conventions
- Finance & Banking
- Garage Sales
- Medical & Health
- Newspaper Marketing
- Pets
- Real Estate
- Restaurants & Bars
- School & Education
- Shop Local
- Sports
- Weddings
- Wellness & Beauty

Click on any TOPic for the latest templates, images, editorial features and more to engage advertisers and readers around a theme, holiday or event.