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10 Best-Selling Ideas for August Inside



Fall sports schedule page,
Athlete of the Week template,
sponsor-ready messages for a
winning season, fresh photos,
heading designs and more

Print, digital and social media promotions to run a Family Fun Giveaway program showcasing local businesses like ice cream shops, restaurants, mini golf, arcades, bowling alleys and beyond

Tips to talk to your doctor and prep for appointments, age-positive beauty, health foods, self-care, stress relief, fitness and more template and image content to support wellness advertisers

Friendship-focused page template with new ready-to-sell ads for phone-free bar and restaurant events, workout hangouts and coffee shops to help readers strengthen healthy social connections

&

National Bargain Hunting Week, National Dog Day, Senior Citizens Day, Local Politics and Elections, Emancipation Day in Canada, and more

[illegible]

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

1. Click a topic to jump to that content.
2. Click the page to download the content and see more results.

Fall School Athletics



Wellness Month



Canadian Events



Newspaper Marketing



Bargain Hunting Week



National Dog Day August 26

Family Fun Month



National Friendship Day



Senior Citizen Day August 21



Local Politics & Midterm Elections

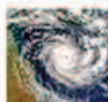


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25th Anniversary of September 11

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Spiritual Content



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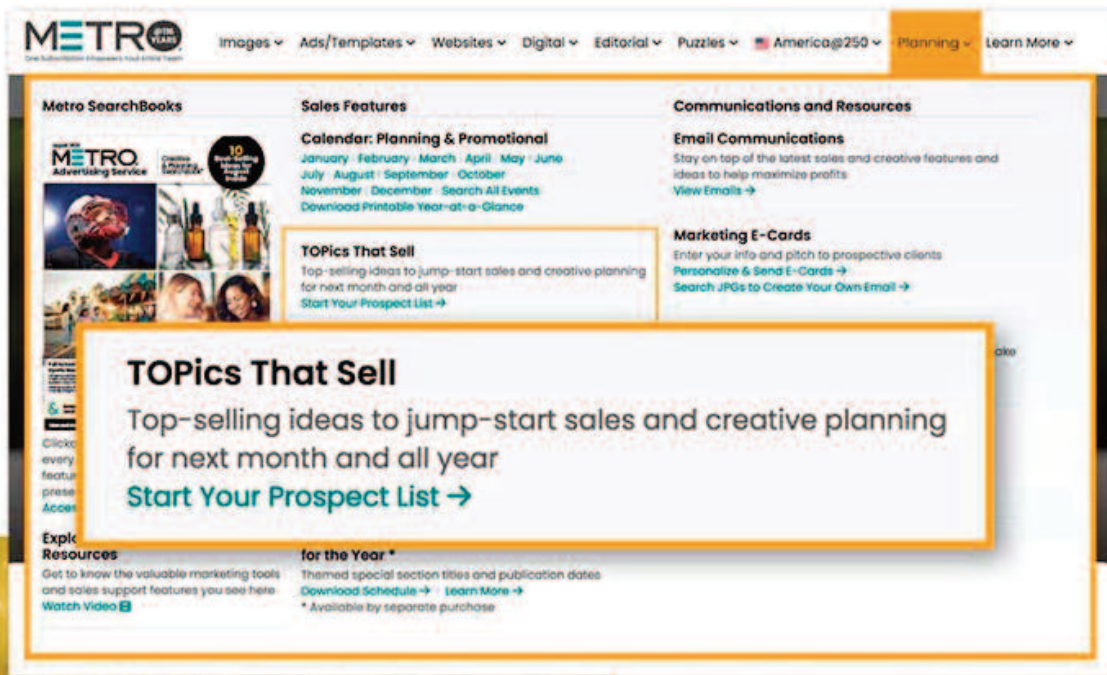


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TOPICS That Sell for August



- Family Fun Month
- National Dog Day
- School Sports
- Senior Citizens Day
- Wellness Month
- National Friendship Day
- National Bargain Hunting Week

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TOPICS That Sell All Year

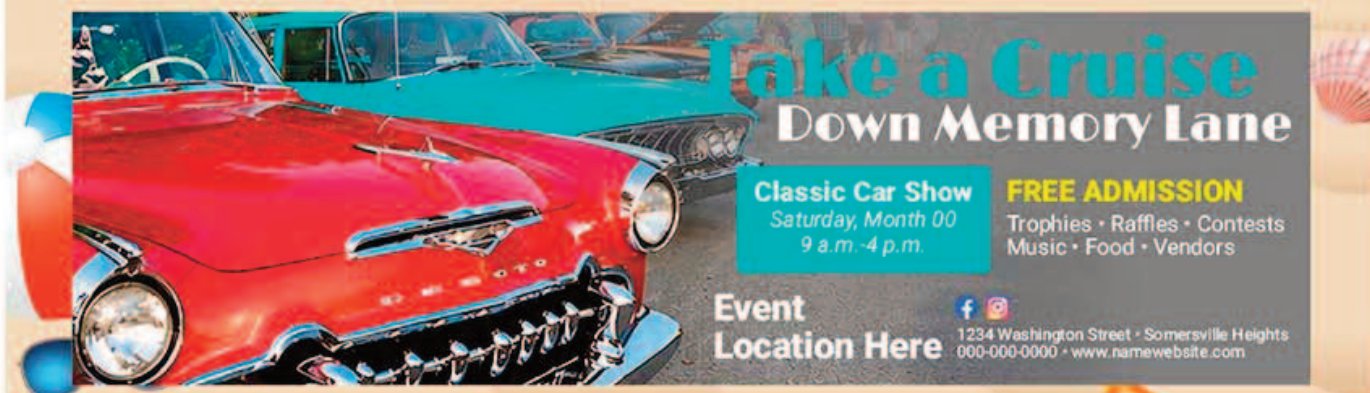
Please note: This list is work in progress! Check back often for updates.

- 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

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August 2026

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23	24	25	26	27	28	29
30	31					



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When it's advantageous to rent rather than buy

Renting has long been characterized as a short-term solution, but there are situations when it's advantageous to sign a lease.



Tips to determine how big a home you really need

Buyers can take steps to improve their chances of standing out in a competitive market where sellers may be fielding multiple offers at once.



Your guide to the basics of breastfeeding

Breastfeeding is a personal choice, but one that many mothers consider after the birth of a child.



Taming kindergarten first day jitters

There are ways to make the first day of kindergarten less scary for kids.



5 reasons to draw up a will

Some may be surprised to learn that the gut plays an integral role in how one feels both mentally and physically.



Fun ways to close out summer

Families can extend the fun a little longer with these ideas that can help everyone ride the last of the summertime wave.



A guide to eating oysters

There is a certain etiquette and even some safety rules when enjoying oysters. Here are some tips to follow.



How communities can help to grow local businesses

There's much to gain from a thriving local business sector, and communities can help them thrive and grow in various ways.



Recognize the gut-brain connection

Some may be surprised to learn that the gut plays an integral role in how one feels both mentally and physically.



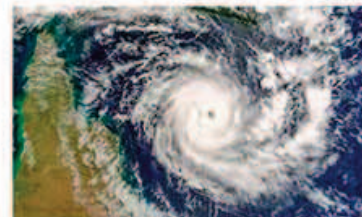
The wide-ranging facets of wellness

Recognition of various facets that fall under the wellness umbrella can help people striving to live healthier identify the ways and means to achieving that goal.



The benefits of Pilates

Pilates has attracted millions of people across the globe, and the many benefits of the approach are undoubtedly a big part of that allure.



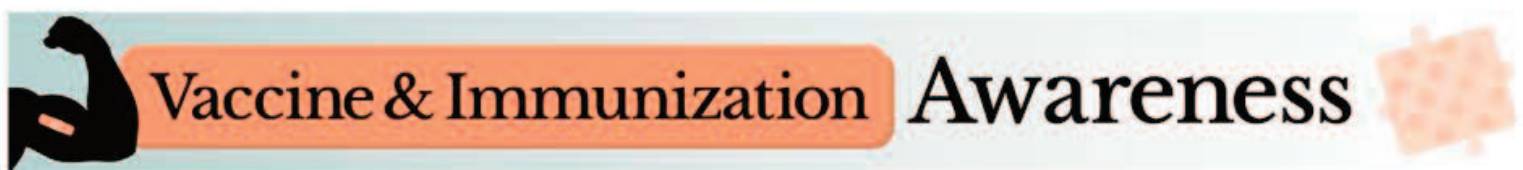
How to manage a potentially stressful hurricane evacuation

As hurricane season approaches, people living in areas susceptible to hurricanes can consider these tips to make a potential evacuation less stressful.

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Vaccine & Immunization Awareness

The many benefits of immunization



Over the course of the twentieth century, great strides were made in relation to diagnosing, treating and preventing disease. That work has continued into the twenty-first century, as the organization Voices for Vaccines notes that vaccines prevent more diseases now than they did even as recently as 30 years ago.

Despite the efficacy of vaccines, skepticism about them has been on the rise in recent years. According to the independent, nonpartisan policy institute the Center for American Progress, since the 2019-2020 school year, kindergarten vaccination rates for measles, mumps and rubella (MMR) have fallen below the 95 percent threshold required to maintain herd immunity. The herd immunity rate refers to the percentage of the population that must be immunized to prevent disease transmission. The reduced rate of MMR vaccination among kindergarten students is thus increasing their risk for MMR. Indeed, the Kaiser Family Foundation reports that 39 of the 50 states are now below the 95 percent herd immunity rate for measles.

The data noted by the Center for American Progress and the KFF is troubling and

suggests the public may have a lot to gain from a refresher course on the numerous benefits of immunization.

- **Vaccines have saved more than 150 million lives over the last half century.** A 2024 study published in *The Lancet* estimated that vaccines saved 154 million lives across the globe between 1974 and 2024. Researchers behind the study also noted that 95 percent of the lives saved during that 50-year period were children younger than five years old.

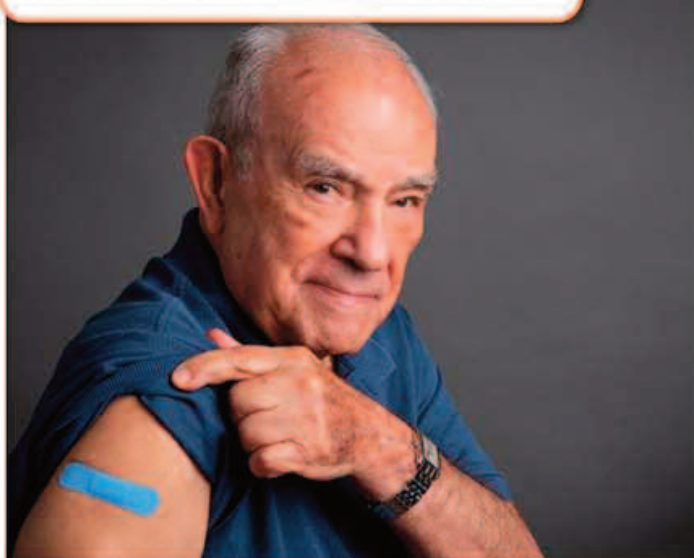
- **Vaccines have a lasting effect.** A 2024 report from researchers with the Centers for Disease Control and Prevention noted that 117 million children were born in the United States between 1994 and 2023. The researchers behind the report estimated that over the lifetimes of those children, routine vaccinations would prevent 508 million cases of illness, 32 million hospitalizations, and one million deaths.

- **Vaccines save money.** Parents need not be reminded of the medical costs associated with children's health care. Vaccines can greatly reduce such costs, offering a net savings of \$540 billion in direct costs according to the 2024 report from the CDC. A separate report published in the journal *Pediatrics* in 2014 estimated that every dollar spent on childhood vaccination saves \$3 in direct medical care.

- **Vaccines are thoroughly vetted prior to being approved.** Voices for Vaccines notes that vaccines are among the most tested medical interventions in the world. Vaccines are subjected to a rigorous, multi-phased testing process, which includes three separate phases of clinical development involving human beings, before they can even be submitted to the Federal Drug Administration for regulatory review and approval.

Vaccine skepticism has risen in recent years. But immunization remains a vital component of public health and a highly effective way to reduce illnesses and diseases in the present and for years to come.

What to know about seniors and vaccines



Parents know that vaccination is a big part of caring for young children. The American Academy of Pediatrics advises parents to vaccinate children against a host of diseases and conditions in the first 12 to 18 months of a child's life. The AAP notes that early immunization helps children build immunity at the best time — before they're exposed to germs that can make them very sick.

The effectiveness of vaccines in relation to protecting young children is well documented, but what about seniors and vaccines? Are immunizations still a vital part of a wellness routine when adults reach their golden years? The National Institute on Aging advises older adults to speak with their doctors or pharmacists about the vaccines they need, which may help to prevent or reduce the severity of various diseases.

vaccine can lessen over time, particularly in older adults, a flu shot still reduces the likelihood of serious illness and/or hospitalization. The Centers for Disease Control and Prevention recommends that seniors age 65 and older receive a higher-dose flu vaccine or an adjuvanted flu vaccine, the latter of which helps to create a stronger immune response than a normal flu shot. Seniors are urged to speak with their physicians about which flu shot is right for them.

Respiratory syncytial virus (RSV)

The NIA indicates that RSV is a common virus that often produces mild, cold-like symptoms. But older adults should know that they are at higher risk of developing severe symptoms if they are infected with RSV. The NIA notes RSV can be particularly dangerous for older adults with chronic diseases or weakened immune systems. Hospitalization or even death can occur after severe RSV symptoms develop. RSV vaccines can prevent serious health problems, and the CDC urges seniors to speak with their physicians regarding immunization. Doing so prior to peak RSV infection season, which is fall and winter, is ideal.

Pneumococcal disease

The CDC advises that all adults age 50 and older get pneumococcal vaccination. Pneumococcal disease is a serious infection that the NIA notes often causes pneumonia in the lungs. The risk of getting very sick and even dying from pneumococcal disease is higher among older adults than younger people. There are different forms of the pneumococcal vaccine, and seniors can speak to their physicians about which one is best for them.

Immunization schedules begin shortly after birth, and seniors still have much to gain from being vaccinated.

COVID-19

The NIA notes that age is a risk factor for serious illness from COVID-19. Due to the relative infancy of COVID-19, researchers are still learning about the effectiveness of vaccines against new variants of the virus. But older adults are more likely to get seriously ill from COVID-19 than younger people, so it's imperative seniors discuss immunization against the virus with their physicians.

Influenza

The World Health Organization notes that the flu kills as many as 650,000 people across the globe each year. A 2009 study published in the journal *Influenza and Other Respiratory Viruses* indicated that most deaths associated with influenza in industrialized countries occur among seniors age 65 and older. The flu is easily transmitted from one person to another and the NIA advises everyone age six months and older to get an annual flu vaccine. While the protection from a flu

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Is now the time to refinance?



Refinancing a home may be on the minds of many as mortgage interest rates continue to drop from the heights they reached just a short while ago. Data from the Freddie Mac Primary Mortgage Market Survey showed average 30-year fixed mortgage rates hovering around 6.51 percent as of late May 2026. The rates are a notable step down from the almost 8 percent peaks in late 2023.

Norada Real Estate Investments says traditional advice on refinancing is to wait for a full 2 percent drop in interest rates. However, modern market dynamics may require a far less rigid approach. Homeowners who bought homes with peak rates during the post-pandemic surge are recognizing that small shifts are now opening opportunities to refinance and save money. Consideration of various factors can help homeowners determine if now is the time to refinance.

The need to refinance

Before determining if it's the right time to refinance, homeowners should assess why they want to. First Savings Mortgage Corporation says people refinance for various reasons. For some, they want to shorten the loan term to save on overall interest. Others need access to cash and use a cash-out refinance to tap into their home equity. Someone who has an adjustable-rate mortgage may want to refinance to switch to a fixed-rate one. People who need relatively fast access to cash may be looking to refinance more quickly than those who are doing so to switch a mortgage type or shorten terms.

Rate reductions

According to mortgage analysis from AmeriSave Mortgage Corporation, an interest rate reduction of just 0.75 percent to 1 percent is often enough to justify a refinance. On a \$400,000 loan

balance, dropping the rate from 7.5 percent to 6.5 percent can cut roughly \$260 off the monthly principal and interest payment. So, even though rates aren't historically low, if they are lower than when the original loan was initiated, it may be prudent to refinance.

The break-even point

Refinancing comes with certain costs that homeowners will have to pay. Data from Rocket Mortgage indicates that closing costs typically range between 3 percent and 6 percent of the total loan amount, and include title searches, property appraisals, loan origination, and underwriting. Timing a refinance should occur at the break-even point, or the exact month when the homeowner's accumulated monthly savings surpasses the upfront costs of securing the new loan, says Norada.

Removing PMI

Private mortgage insurance is added to the mortgage when a borrower presents a down payment that is less than 20 percent of the loan's value. Conventional borrowers will have the PMI removed once they have reached 20 percent equity, but others may want to refinance to have the PMI removed sooner if the home's value has risen significantly since purchase. Removing PMI can improve cash flow.

Timing a refinance requires consideration of factors unique to each homeowner. Working with a reputable lender can help homeowners identify and weigh the pros and cons of refinancing.

What to look for in a long-term rental property



The sharp increase in home prices has been well documented in recent years. Though price increases have varied from market to market, the National Association of Home Builders reports that the average home price increased by 55 percent between the first quarter of 2020 and the third quarter of 2025.

Many adults who otherwise would be in the market to buy a home have felt priced out by the sharp increase in prices. That's led many to the rental market, where more and more adults are looking for long-term solutions. Much like the process of buying a home, finding a long-term rental requires would-be renters to be diligent, patient and honest with themselves about what they're looking for. With that in mind, adults looking for a long-term rental property can keep these tips in mind during their search.

- **Get a clear idea of all costs associated with a property.** Monthly rent is the primary expense associated with a rental property, but there might be ancillary costs as well. In addition to the rent, a property might include fees for parking, trash, fitness facilities, recreational facilities like a community pool, and other expenses. These fees can quickly add up, but it's good to note that some of them might remove additional expenses. For example, a property with an on-site fitness facility may come with a monthly access fee, but that fee could be less than an expensive membership at a nearby gym. Take note of all expenses associated with a property and if some of them will cancel out other monthly bills.

- **Get a handle on a potential landlord.** Many renters prefer a responsive landlord who takes their concerns seriously and is quick to act when an issue arises. Long-term renters who find a property they like will be dealing with the landlord for years to come, so prioritize finding a landlord with a strong reputation among past and current renters. Many landlords do not have direct access with tenants but communicate through property management firms. Ask the rental listing agent which type of arrangement exists at each property and, if possible, speak with current tenants to get an idea of the dynamic between the landlord/property manager and residents.

- **Consider the location.** A low monthly rent might be hard to resist, but if a property is far away from the office, those cost savings could be erased by expenses related to getting to and from work each day. It's also worth noting that a big advantage to renting is the smaller time commitment related to renting a property as opposed to owning one. Rental maintenance and routine property upkeep like mowing is typically left to a landlord or property manager, allowing renters to use that extra time for recreational pursuits or other endeavors. But that advantage can quickly vanish if renters are spending much of their free time commuting.

- **Inquire about rent control.** Rent control laws, if they exist, vary by municipality. Many renters consider finding a rent-controlled property akin to finding a needle in a haystack, but it can be done. Rent control laws often regulate how much a landlord can increase rent at the end of each lease, and those allowable increases tend to be much smaller than the increases that have characterized much of the rental market in recent years. Prospective long-term renters are urged to work with a real estate agent or realtor to find a rent-controlled property in their desired location.

Long-term renting is a viable option for many people. Some patience, research and even a little luck can help individuals find a long-term rental that makes them happy.

Renovations with the biggest bang for your buck

Home renovations are a significant part of homeownership. Naturally, people want to make their own personal marks on the homes they buy and ensure that their properties fit their needs and wants.

While many renovations add value to a home, some offer more value than others. When allocating dollars to renovations, particularly when finances are tight, homeowners may want to direct their efforts to those projects that will offer the highest rate of return on investment. Each year Zonda Home, in conjunction with *Remodeling* magazine, puts together a list of high-return projects. Exterior projects drive the most value for owners who are selling their homes, and they consistently top the list of high-ROI improvements. Here are five projects offering a strong ROI that homeowners may want to consider.

1. Garage door replacement:

A garage door replacement is part of the curb appeal improvements homeowners can consider. At an average cost of \$4,672, it offers a recouped cost of 267.7 percent according to the 2025 Zonda report.



2. Steel door replacement:

Also boasting an ROI north of 200 percent, a steel door installation is a wise choice for homeowners who want to drive up the value of their homes.

3. Manufactured stone veneer:

Manufactured stone veneer is a manmade masonry product that looks like natural stone but is lightweight and easier to install. It can offer a recouped cost of 207.9 percent on the \$11,702 investment.

4. Fiber-cement siding replacement:

Homeowners in the market for new siding can consider fiber-cement siding, which will see the investment recoup slightly more than 100 percent of its cost.

5. Minor kitchen remodel:

Kitchens are the heart of a home, and a

minor remodel offers a 113 percent return. Inside the home the golden rule is to keep things simple. Minor remodels tend to offer a better rate of return than major ones. Buyers will pay for move-in ready and updated, but sellers likely will not recoup the costs for luxury upgrades or over-the-top renovations.

It's important to note that 2025 was the first time a practical backup generator made the list of top improvements. Falling into the number seven spot, the generator averaged a return of 95.3 percent, which underscores how homeowners are gearing improvements toward the changing climate and unpredictable weather.

Those remodeling primarily to increase equity for future sales may want to consider exterior projects and basic kitchen improvements.

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Did you know?

Extracurricular activities can bolster a college application.

Admissions to many highly rated universities are as competitive as ever, and that remains true even at a point in time when many people are beginning to question the value of a college education. An October 2022 study from the Pew Research Center found that nearly seven in 10 individuals felt that higher education was not preparing students for the modern job market and that schools were not making a committed effort to keeping college-related costs and tuitions affordable. Despite that, many high school students are still working hard in the hopes of gaining entry to highly rated universities. In an effort to bolster their college applications, high school students have long looked to extracurricular activities to set them apart. While extracurricular activities offer students much more than a means to bolstering a college application, the admissions and aid professionals at Bucknell University note that grade point average remains the most important variable when assessing an applicant's candidacy for admission. Participation in extracurriculars can tip the scales when admissions officers compare similar applicants, but the experts at Bucknell also note that one or two anchor activities that students have participated in for multiple years and care deeply about are likely to strengthen an applicant's candidacy more than a longer list of short-lived activities.



Predicting Mortgage Rates



Predicting mortgage rates is no small task and involves consideration of a wide range of variables, some of which are impossible to anticipate. For example, Yahoo! Finance notes that mortgage rates became volatile upon the beginning of the conflict in Iran in late winter 2026, and that volatility continued throughout the spring. That volatility came after years of high mortgage interest rates, which the Consumer Financial Protection Bureau notes had dipped to 2.65 percent in January 2021 but rose to 7.79 percent in October 2023. All that volatility may have some in the market for a new home wondering if rates are due to drop. Near the end of spring 2026, mortgage interest rates hovered around 6.5 percent for a 30-year fixed rate mortgage, according to data from the lender FreddieMac. Mortgage interest rates are key variables for potential buyers to consider, and Yahoo! Finance projects that interest rates will remain around 6 percent for years to come but steadily decline between 2026 and 2030, by which time the forecasted rates are 5.7 percent. While those rates are always affected by both predictable and unpredictable variables, a dip in interest rates over the next half decade could benefit buyers.

Did you know?

The largest group of on-course golfers is people between the ages of 18 and 34.

The image of a retiree spent playing 18 holes a day on a beautiful golf course may appeal to millions. But data from the National Golf Foundation indicates that the appeal of golf extends beyond retirees. In fact, the NGF reports that the largest group of on-course golfers is people between the ages of 18 and 34. Indeed, 6.3 million people in that age bracket play golf compared to 5.4 million men and women golfers age 65 and older. It's also worth noting that 57 percent of the 26.6 million on-course golfers in the United States are 50 and under, which serves as a testament to the popularity of this sport among individuals for whom retirement is a long way off.



Golf Courses That Have Stood the Test of Time

Golf has been played for centuries, and is one of the most popular pastimes in North America. The National Golf Foundation says 48.1 million people ages six and up play golf across traditional courses, driving ranges and simulators. There are golf courses across the United States and Canada, and both countries are home to some golf courses that have stood the test of time.

The Savannah Golf Club in Georgia was established in 1794, but its current layout was designed much later.

The Dorset Field Club in Vermont was established in 1886 and is the oldest continually operating American golf course.

The Foxburg Country Club in Pennsylvania was founded in 1887 and is widely recognized as the oldest public course in continuous use.

In Canada, the Royal Montreal Golf Club was founded in 1873 and is the oldest continuously operating golf club in North America.



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DYK? DUI



An arrest and subsequent conviction for driving under the influence (DUI) can have a ripple effect that impacts a person's personal and professional life. A DUI arrest also can do a number on a person's finances. According to Addiction Center, the average cost of a DUI varies widely depending on where a person is charged, ranging from \$11,000 to \$30,000. The costs associated with a DUI arrest include fines and penalties once a case makes its way through the courts, legal representation and increased insurance premiums, which Addiction Center estimates could be between \$4,500 and \$10,000. Individuals arrested with a blood alcohol concentration (BAC) well above the legal limit of .08 also might be forced to pay for an ignition interlock device (IID), which may cost as much as \$1,500. Even individuals who have their charges dropped or who win an acquittal upon going to trial are likely to pay a steep price, as Addiction Center reports that first-time DUI defendants who earned an acquittal or whose charges were dropped still spent an average of \$3,700 on attorney's fees.

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DYK? DUI



An arrest and subsequent conviction for driving under the influence (DUI) can have a ripple effect that impacts a person's personal and professional life. A DUI arrest also can do a number on a person's finances. According to Addiction Center, the average cost of a DUI varies widely depending on where a person is charged, ranging from \$11,000 to \$30,000. The costs associated with a DUI arrest include fines and penalties once a case makes its way through the courts, legal representation and increased insurance premiums, which Addiction Center estimates could be between \$4,500 and \$10,000. Individuals arrested with a blood alcohol concentration (BAC) well above the legal limit of .08 also might be forced to pay for an ignition interlock device (IID), which may cost as much as \$1,500. Even individuals who have their charges dropped or who win an acquittal upon going to trial are likely to pay a steep price, as Addiction Center reports that first-time DUI defendants who earned an acquittal or whose charges were dropped still spent an average of \$3,700 on attorney's fees.

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Find additional content to commemorate September 11 under the “9/11 25th Anniversary” tab located at the top of your Metro site, beginning July 5.



**\$91 SPECIAL SECTION
PRE-ORDER NOW!
Remembering 9/11**

Ready-to-publish special section commemorating September 11 and honoring first responders in communities around the country.
Available to Download in July!

For details, email service@metro-email.com or call us at 800.223.1600.

"No day shall erase you from the memory of time"
- Virgil

Honoring 25 YEARS

Remember. Commemorate. Educate.

As we observe the 25th anniversary of the September 11 terrorist attacks on America, we are reminded of the importance of remembering, and educating younger generations about the events of that day. The death, fear, destruction, and societal and geopolitical impacts of 9-11 forever changed the lives of Americans here at home and people all over the world. The anniversary is a somber reminder that peace is fragile and unity is our greatest strength.

Today we honor the nearly 3000 victims and first responders who perished on September 11, as well as the tens of thousands of first responders, recovery workers and survivors who have died from related illnesses in the years since. The extraordinary selflessness and heroism of first responders and ordinary citizens on 9-11 inspired the world, and the courage and connection of all Americans in the weeks and months that followed reminded us what it means to be a nation indivisible.

As a community that values unity, peace and respect on this anniversary and always, please join us in commemorating the past, remembering the fallen, honoring our first responders, and upholding the promise to never forget.

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Broadsheet 6 col x 21 | Tab 10 x 13

Web Ads

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

"No day shall erase you from the memory of time"
- Virgil

Please join us in commemorating the past, remembering the fallen, honoring our first responders, and upholding the promise to never forget.

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We Will NEVER FORGET 9.11

Remembering the victims and honoring the heroes of September 11

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Let us honor the memory of those who perished with service to our communities and unity in our hearts.

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We Will NEVER FORGET 9.11

Remembering the victims and honoring the heroes of September 11

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PATRIOT DAY - NEVER FORGET

Today we remember so many lives lost, as well as the sacrifices made by our nation's first responders. Let us honor their memory with service to our communities and unity in our hearts.

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PASS 2 col x 7 

Fall School Sports

FALL SPORTS PREVIEW

NAME HIGH SCHOOL
NAME SPORTS TEAM

The 2026 Name High School Varsity Football Team

(starting front row, left to right):

Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player

2026 Varsity Football Schedule

September 00 Name School
September 00 @Name School
September 00 Name School
September 00 @Name School
October 00 Name School
October 00 @Name School
October 00 Name School
October 00 @Name School
November 00 Name School
November 00 @Name School
All kickoffs at 6:30 p.m.

NAME HIGH SCHOOL
NAME SPORTS TEAM

The 2026 Name High School Varsity Volleyball Team

(starting front row, left to right):

Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player

2026 Varsity Volleyball Schedule

September 00 Name School
September 00 @Name School
September 00 Name School
September 00 @Name School
October 00 Name School
October 00 @Name School
October 00 Name School
October 00 @Name School
November 00 Name School
November 00 @Name School
All games at 6:30 p.m.

NAME HIGH SCHOOL
NAME SPORTS TEAM

The 2026 Name High School Varsity Soccer Team

(starting front row, left to right):

Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player,
Name Player, Name Player, Name Player

2026 Varsity Soccer Schedule

September 00 Name School
September 00 @Name School
September 00 Name School
September 00 @Name School
October 00 Name School
October 00 @Name School
October 00 Name School
October 00 @Name School
November 00 Name School
November 00 @Name School
All matches at 6:30 p.m.

SPONSOR AD

SPONSOR AD

SPONSOR AD



Have a GREAT SEASON!

Wishing all of our local teams and athletes a rewarding and successful fall season!

We're proud of your accomplishments both on and off the field, and we encourage you to keep striving for excellence in all that you do.
Best of luck, and enjoy the school year!

Name Sponsor 1234 Washington Street
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PASS 6 col x 3

Congratulations, Athlete of the Week!



Name Student

*Name Position
Name School Sports Team*

Student bio here. Student bio here. Student bio here. Student bio here. Student bio here. Student bio here.

Keep up the great work!

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PASS 2 col x 4



GOOD LUCK to All the Teams

May all of your practice, hard work and dedication take you all the way to the finals this fall!

We're proud of you, and we wish you a wonderful and winning season!

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PASS 3 col x 4



Have a GREAT SEASON!

Wishing all of our local teams and athletes a rewarding and successful fall season!

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



GOOD LUCK to All the Teams

We're proud of you, and we wish you a wonderful and winning season!

Name Sponsor
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Somerville Heights



Congratulations, Athlete of the Week!



Name Student

*Name Position
Name School Sports Team*

Student Athlete Bio

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Best Wishes for a WINNING SEASON




Social Media & Email Marketing -
Use these ready-to-post JPG designs for Facebook and Instagram, or select the "Marketing: Create an E-Card" Image Filter to personalize and send a formatted e-card to sales prospects using this image.





August is Wellness Month



August is

Wellness Month



Ace Your Appointment

Tips for getting the most from your medical visit



Prep Work

Prioritize. Write down the concerns or symptoms you want to discuss, in order of importance, to ensure your most pressing concerns are addressed first.

Track symptoms. If you are experiencing chronic symptoms, start tracking them well in advance of your appointment. Record when they occur, how long they last and what triggers them.

Make a med list. Compile a list of all current prescription medications, over-the-counter medications and supplements with dosage information.

Gather records. If you are visiting a new doctor, bring relevant past test results, records and family medical history.

Finally, **remember your insurance card and photo ID.**

Communication

Don't be shy. Communicating openly and honestly about any symptoms or concerns you are experiencing helps your doctor help you. Remember that your doctor is required to protect your privacy.

Ask questions. Don't be afraid to ask for clarification on any confusing medical jargon, information or instructions you don't understand.

Explore your options. Ask your doctor about the risks and side effects of any treatment options they are recommending, as well as available alternatives.

Summarize. Repeat the information you are hearing back to your doctor. This will help you absorb it, and also help ensure you understood it correctly.

Pharmacy

Supplement Shop

Acupuncture Clinic

Medical Office

PASS 6 col x 11



Social Media & Email Marketing

Use these ready-to-post JPG designs for Facebook and Instagram, or select the "Marketing: Create an E-Card" Image Filter to personalize and send a formatted e-card to sales prospects using this image.



August
is

Wellness Month



Masthead - Build themed pages or directory layouts, in print or online

Love Your Laugh Lines

Specialists in age-positive beauty for vibrant and luminous mature skin

save 25% off

Our Signature Glow-Time Facial

A relaxing and revitalizing 60-minute treatment combining gentle exfoliation, stimulating facial massage, deep hydration and a brightening enzyme mask



Scan for details and booking!

Day Spa

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- facials
- skincare
- massage
- waxing • laser
- acupressure



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Love Your Laugh Lines

save 25% off
Our Signature Glow-Time Facial

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Web Ads  
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save 25% off
Our Signature Glow-Time Facial

[Book Now >](#)

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Love Your Laugh Lines

save 25% off
Our Signature Glow-Time Facial

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Day Spa

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Supporting Wellness THROUGH THE AGES



Health Foods Store

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Nourish your body's changing needs, inside and out.

Fresh organic foods
All-natural skincare
Essential oils
Supplements & juice bar

PASS 2 col x 3

Supporting Wellness THROUGH THE AGES



Fresh organic foods | All-natural skincare
Essential oils | Supplements | Juice bar

Health Foods Store

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Web Ads  
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 Mobile Banner 320 x 50



Health Foods Store

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Somerville Heights

Supporting Wellness THROUGH THE AGES



Fresh organic foods | All-natural skincare | Essential oils | Supplements | Juice bar

Health Foods Store

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Somerville Heights





August is Family Fun Month

FAMILY FUN GIVEAWAY

New
Winners
Announced
Every FriYAY
in August!

Eight lucky winners will each receive one of the family-fun prizes featured on this page, compliments of our local contest sponsors!

Enter for free online at namenewspaper.com.

Contest is open to all Name County residents. Winners will be selected at random. Employees of this newspaper and contest sponsors, and their families, are not eligible to win. List details, terms and conditions here. See online contest page for complete rules and details.

Enter Online to Win
August 00-00.



Amusement Park
Contest Prize
& Family Fun Month
Special Offer
Important information and details here.



Family Restaurant
Contest Prize
& Family Fun Month
Special Offer
Important information and details here.



Arcade
Contest Prize
& Family Fun Month
Special Offer
Important information and details here.



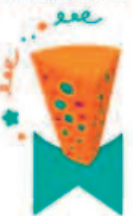
Bowling Alley
Contest Prize
& Family Fun Month
Special Offer
Important information and details here.



Mini Golf Course
Contest Prize
& Family Fun Month
Special Offer
Important information and details here.



Batting Cages
Contest Prize
& Family Fun Month
Special Offer
Important information and details here.



Climbing Gym
Contest Prize
& Family Fun Month
Special Offer
Important information and details here.



Movie Theater
Contest Prize
& Family Fun Month
Special Offer
Important information and details here.



AUGUST IS
FAMILY FUN
MONTH

BOGO Golf Rounds for Kids

Important information and details here. Terms and conditions here.

Mini Golf Course

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PASS 2 col x 4



AUGUST IS
FAMILY FUN
MONTH

Batting Cage Rental
\$5 for 15 Minutes

Important information and details here. Terms and conditions here.

Batting Cages

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PASS 2 col x 4



AUGUST IS
FAMILY FUN
MONTH

BOGO Golf Rounds for Kids

Reserve now >

Mini Golf Course

1234 Washington Street | Somersville Heights

Web Ads

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



FAMILY FUN
GIVEAWAY

New winners and exciting family-fun prizes every FriYAY in August!

Enter Now >

Name Newspaper

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AUGUST IS
FAMILY FUN
MONTH

Batting Cage Rental
\$5 for 15 Minutes

Reserve now >

Batting Cages

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FAMILY FUN

FAMILY FUN

FAMILY FUN

FAMILY FUN

Social Media & Email Marketing -
Use these ready-to-post JPG designs for Facebook and Instagram, or select the "Marketing: Create an E-Card" Image Filter to personalize and send a formatted e-card to sales prospects using this image.



Family
Night In

Family
Night Out



Affordable
FAMILY FUN





National Friendship Day is August 2

“Friendship

improves happiness, and abates misery,
by the doubling of our joy and
the dividing of our grief.

— Marcus Tullius Cicero



Friendships play an important role in our overall well-being,

with studies reported by the Mayo Clinic indicating that people with close friends and strong social connections show a lower risk of many health problems, including depression and high blood pressure, as well as higher levels of happiness and resilience.

At the same time, recent studies point to a “friendship recession,”

with an American Perspectives Survey reporting that the percentage of U.S. adults who report having no close friends quadrupled to 12 percent between 1990 and 2021, while the percentage of those with ten or more close friends dropped from 33 percent to 13 percent. Statistics Canada reports that in 1986, 48 percent of Canadians saw a friend on an average day, while that number dropped to just 19 percent in 2025.

In addition to positively impacting our emotional and physical well-being, friendships help keep us connected as a society.

If you're ready to put a renewed focus on friendship in your life, here are some suggestions for strengthening old friendships and forging new ones:



Get Together With Nearby Friends.

- See a movie.
- Meet for coffee.
- Do a workout together.
- Plan a weekend getaway or day trip.
- Catch up with a walk or a hike.
- Take a cooking class, dance class or other class together.
- Create a craft day where everyone brings their own supplies.
- Plan a puzzle night or game night.
- Organize a picnic or get-together at a local park.
- Watch a weekly television series together.
- Consider a “no smartphones” rule to minimize distractions and maximize quality time together.



Connect With Long-Distance Friends.

- Create or collaborate on a music playlist featuring songs that bring back memories of your past experiences together.
- Mail a card, or better yet, craft a homemade card.
- Pick up the phone, or check in with a text message. Consider kicking off the conversation with a “remember the time” shared experience.
- Surprise a friend by sharing some fun flashback photos through text, email or snail mail.



Forge New Friendships.

- Volunteering in your community can help connect you with people who share your values and interests.
- Ask neighbors if they'd be interested in organizing a block party together.
- Join a local book club, meetup group or social club.
- Take a class that piques your interest, whether it's art, crafting, cooking, dance, fitness or something else.
- Check out local music and events.
- Join a sports league or outdoor activity group.

No phones. *Just friendly vibes!*

Phone-Free Social

First Thursday of Every Month, 6–10 p.m.
Happy Hour Specials 6–7 p.m.
No Cover • 21 & up only

Leave your phone at home or at the door, and enjoy a night of conversation and connection without digital distractions. Mingle, play games and make new friends, while enjoying our delicious menu of mocktails, cocktails, wine and craft beer.

Bar or Restaurant

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Fitness is more fun when you're in it together!

WORKOUT HANGOUTS

BOGO 50% Off
Classes & Memberships

Bring a friend or partner, and you'll each save 25% off classes, class packs or an unlimited monthly membership.

- Cardio Theater • Circuit Training
- Group Fitness Classes • Personal Training

Fitness Center
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www.namewebsite.com

PASS 3 col x 5

Quality Time & Coffee

Meet up, chill out, and enjoy a delicious menu of beverages, sandwiches and pastries.



Weekly Social Events
Come solo, or bring a friend!

- Book Club
- Music BINGO
- Board Game Night
- Coffee & Conversation
- Open Mic Night
- & More

Coffee Shop
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PASS 3 col x 5



No phones. *Just friendly vibes!*

Phone-Free Social
First Thursday of Every Month, 6-10 p.m.
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Fitness is more fun when you're in it together!

WORKOUT HANGOUTS

BOGO 50% Off
Classes & Memberships

SIGN UP >

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

Quality Time & Coffee

Meet up, chill out, and enjoy a delicious menu of beverages, sandwiches and pastries.



Weekly Social Events
Book Club
Music BINGO
Board Game Night
View Event Calendar >>>

Coffee Shop
1234 Washington Street | Somerville Heights

No phones.
Just friendly vibes!

Phone-Free Social
First Thursday of Every Month, 6-10 p.m.
Happy Hour Specials 6-7 p.m.

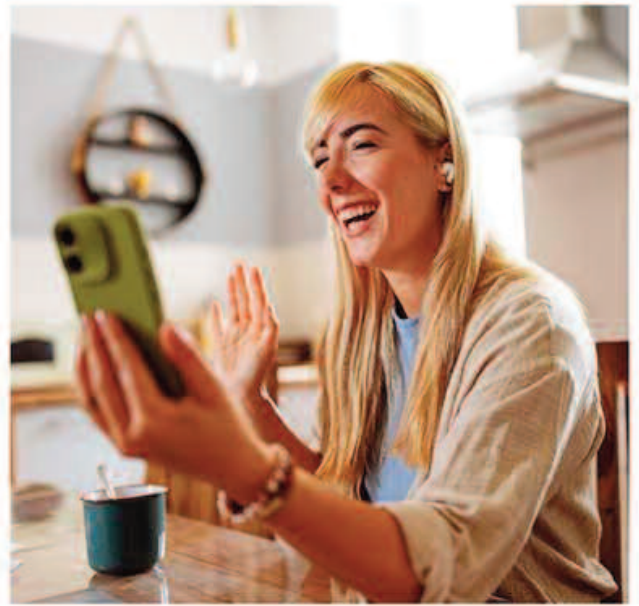
Bar or Restaurant
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Let's
Get Social

Let's
Get Social

Social Media & Email Marketing -
Use these ready-to-post JPG designs for Facebook and Instagram, or select the "Marketing: Create an E-Card" Image Filter to personalize and send a formatted e-card to sales prospects using this image.





Weekly games & puzzles to keep your readers focused on the page!

Included in your subscription! Download them from the **Puzzles** tab on the mega menu at the top of your Metro site.



Solve the code to discover words related to horses.
Each number corresponds to a letter.
(Hint: 16 = D)

A. 12 23 18 17

Clue: Balances horse

B. 10 18 16 15 10

Clue: Passenger

C. 6 23 16 16 17 15

Clue: Riding accessory

D. 3 23 16 16 22 11 19

Clue: Small enclosure

Answers: A. tail B. rider C. saddle D. paddock

Your Horoscope

ARIES - Mar 21/Apr 20

Aries, your energy is at an all-time high. If you've been sitting on a wild idea, Tuesday is the day to pitch it to someone. Your charisma is your superpower right now.

TAURUS - Apr 21/May 21

Expect a spotlight moment, Taurus. Whether it is a compliment from a stranger or a win at work, the universe will validate your hard work this week. Keep your chin up.

GEMINI - May 22/Jun 21

Adventure is calling you this week, Gemini. Even if it is a new coffee shop or a different route home, no voyage is too small. A spontaneous conversation midweek could lead to an opportunity.

CANCER - Jun 22/Jul 22

Treat yourself, Cancer. The stars suggest that a little luxury could go a long way for your mental health right now. A small investment in your comfort will pay off in productivity.

LEO - Jul 23/Aug 23

The mental or physical clutter in your life is finally clearing out, Leo. You will find a lost item or a solution to a nagging problem by the end of the week. The relief will feel good.

VIRGO - Aug 24/Sept 22

Virgo, your discipline is producing tangible results. Take a moment to look back at where you were three months ago. You have climbed higher than you realize. Celebrate the progress.

LIBRA - Sept 23/Oct 23

Your social calendar is buzzing right now, Libra. You are the main character in your friend group this week, and your ability to connect people will spark a brilliant new collaboration.

SUDOKU

		5					6	7
	4			9	1			
		7		6	2		9	
4						2	1	
	7	1		2		9		
	5							
				4		3		
	2					6		
			3		5		7	

Fun By The Numbers

Like puzzles? Then you'll love sudoku. This mind-bending puzzle will have you hooked from the moment you square off, so sharpen your pencil and put your sudoku savvy to the test!

Level: Intermediate

Here's How It Works:

Sudoku puzzles are formatted as a 9x9 grid, broken down into nine 3x3 boxes. To solve a sudoku, the numbers 1 through 9 must fill each row, column and box. Each number can appear only once in each row, column and box. You can figure out the order in which the numbers will appear by using the numeric clues already provided in the boxes. The more numbers you name, the easier it gets to solve the puzzle!

Summer Puzzle Page



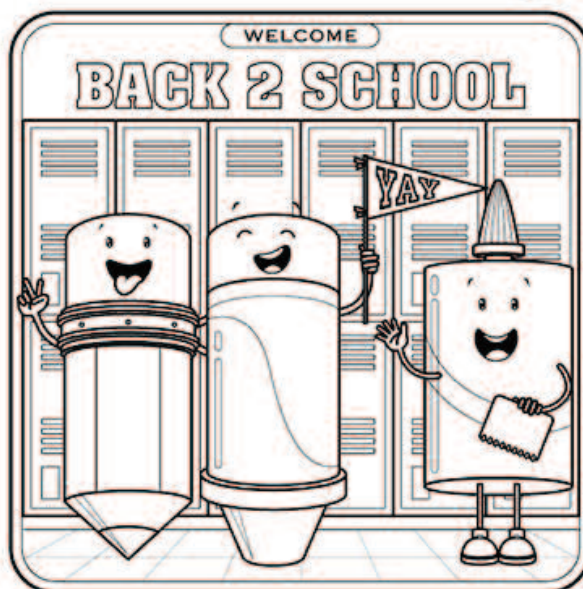
CLUES ACROSS

1. Bleated
6. Snake-like fish
9. Database management system
13. Social evolution anthropologist Service
14. American rocker Grohl
15. Greek personification of compassion
16. Negatives
17. Rescued
18. Self-immolation by fire ritual
19. Assigns tasks
21. Popular type of cigar
22. Discounts
23. The whole quantity
24. New York Giants legend
25. Indicates before
28. Lentils
29. Extremely angry
31. Body part
33. "North Star State"
36. David __, US playwright
38. Lower and raise one's head
39. Private rendezvous
41. In a way, improved
44. A place to play
45. Astronomical period of 18 years
46. Automobile
48. Something you can take
49. A radio band
51. Jaws of a voracious animal
52. Short-billed rails
54. Chinese province
56. Shameless
60. Horizontal passage from the surface into a mine
61. Indian respectful titles
62. Fail to entertain
63. Dried-up
64. Central Utah city
65. Southern U.S.
66. German river
67. Necessary for breathing
68. Put into play

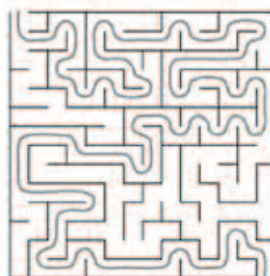
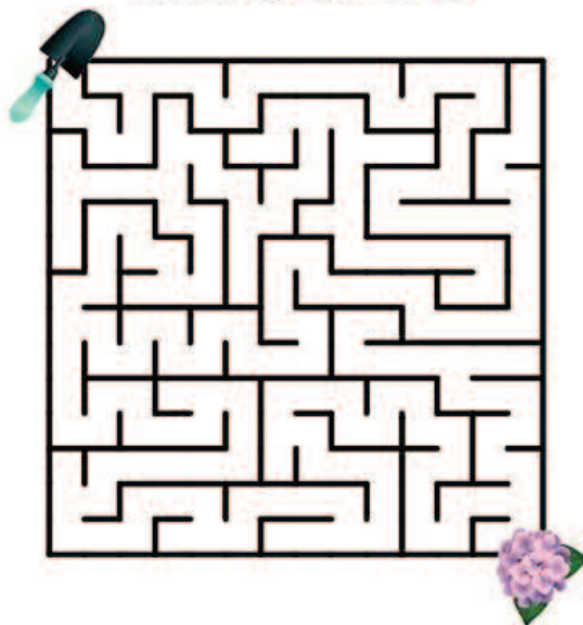
CLUES DOWN

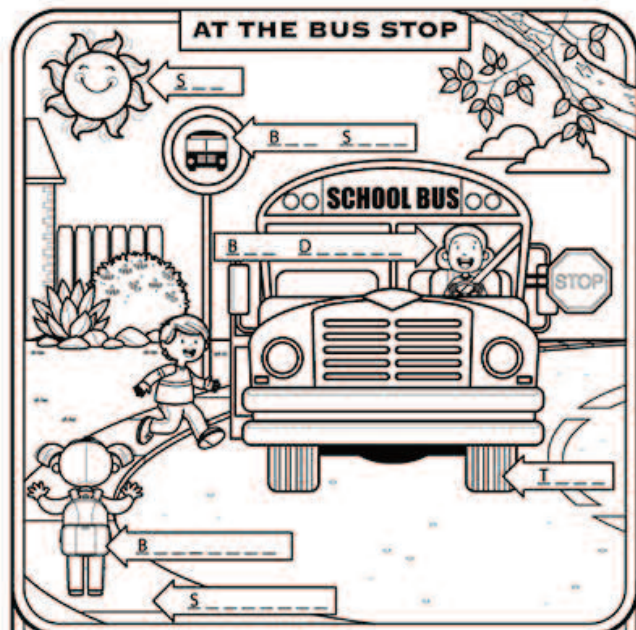
1. Curved segment
2. Wings
3. Yellowish volatile liquid
4. Makes less severe
5. Debit note
6. Overhang
7. The nights before
8. Type of light
9. Lacking enthusiasm
10. Tattle
11. Some is "heavy"
12. One who is canonized
14. Indicates date and place of writing
17. "Peace" in Arabic
20. "Olaf" actor Josh
21. Fragmented rock
23. They __
25. Advanced degree
26. Backside
27. Influential architect and design couple
29. An act of undue intimacy
30. Words from which later words are derived
32. 10 meters
34. Neither
35. Fungal sacs
37. The law of God revealed to Moses
40. A woolen cap of Scottish origin
42. A promise
43. Challenges
47. British Air Aces
49. Large bank
50. Served as an omen
52. Cavalry sword
53. Vaccine developer
55. Belgian WW2 resistance leader Jules
56. Italian Seaport
57. Hip joint
58. __ Clapton, musician
59. Insect repellent
61. Constrictor snake
- 65 "The First State" (abbr.)

Creative Coloring



Maze Craze





Lunchtime at the Cafeteria

\$3 per slice	\$2 Salad	\$1 Juice	\$1 each

How much does this lunch cost?

1 slice of pizza + 1 salad + 1 juice box + 2 cookies

\$ + \$ + \$ + \$ = \$

Lunchtime at the Cafeteria

\$3 per slice	\$2 Salad	\$1 Juice	\$1 each

How much does this lunch cost?

1 slice of pizza + 1 salad + 1 juice box + 2 cookies

\$ 3 + \$ 2 + \$ 1 + \$ 2 = \$ 8



SCHOOL SUPPLIES

I Spy

How many do YOU spy?

SCHOOL SUPPLIES

I Spy

How many do YOU spy?

Multiple puzzle page layouts for every week of the year!

Hover over the Puzzles tab at the top of our website and select Bonus Weekly to access this weekly page layout. Select Puzzle Page, Kids' Corner or Coloring & Activity Pages for additional ready-to-run page designs. **Everything is included in your subscription!**

⊙ ☼ ☽ ☿ ♋ ♌ ♍ ♎ ♏ ♐ ♑ ♒ ♓ ♈ ♉ ♊ ♋ ♌ ♍ ♎ ♏ ♐ ♑ ♒ ♓

ABCDEFGHIJKLMNOPQRSTUVWXYZ

CRYPTO FUN

☿ ♋ ♌ ♍ ♎ ♏ ♐ ♑ ♒ ♓

Solve the code to discover words related to fairs.
Each number corresponds to a letter.
(Hint: 15 = R)

A. 10 3 14 15

Clue: Fun outdoor gathering

B. 5 3 15 23 14 22 3 8

Clue: Event with rides and attractions

C. 15 14 17 7

Clue: Amusement

D. 22 7 23 17 1 15

Clue: Sells something

Answers: A. fair B. carnival C. ride D. vendor

WORD SCRAMBLE

Rearrange the letters to spell something pertaining to fairs.

E K C I T T

Answer: Ticket

GUESS WHO ?

I am a musician born in California on August 3, 1963. I learned to play various instruments after being inspired by the band Aerosmith growing up. I am a cofounder of one of the most popular heavy metal bands of all time.

Answer: James Hetfield

FAIR DAYS

WORD SEARCH

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

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

WORDS

APPLES
BLUE RIBBON
CARNIVAL
CAROUSEL
CHURRO
COASTER
CONCERT
CORNDOG
COTTON CANDY
EXHIBIT
FERRIS WHEEL
FRIES
FUNNEL CAKE
GAMES
GRAND STAND
JUDGES
LEMONADE
LIVESTOCK
MIDWAY
POPCORN
PRIZE
QUILT
RACING
TRACTOR

METRO ADVERTISING SERVICE ©2026 Metro Creative Graphics, Inc.

AUGUST 2026 | 31

Have a Great SCHOOL YEAR

Fuel their success with wholesome
and delicious breakfast, lunch, dinner
and snack favorites!



STOCK-UP SPECIALS

Buy 3, Get 1 FREE

Name Brand
**Breakfast
Cereals**
mix and match
assorted 00 oz. varieties

Name Brand
**Snack
Chips**

mix and match
assorted 00 oz. varieties

2 for \$5

Name Brand
**Juice Box
Jumbo Pack**

00-count
assorted 00 oz. varieties

Only \$10

LUNCH BOX FAVORITES

Name Brand
Wheat Bread

description here

\$0.00

Name Brand
Snack Chips

description here

\$0.00

Name Brand
Wheat Bread

description here

\$0.00

Name Brand
Snack Chips

description here

\$0.00

Name Brand
Cold Cuts

description here

\$0.00

Name Brand
Cookies

description here

\$0.00

Name Brand
Cold Cuts

description here

\$0.00

Name Brand
Cookies

description here

\$0.00



BREAKFAST CLASSICS

Name Brand
Frozen Waffles

description here

\$0.00

Name Brand
Yogurt Cups

description here

\$0.00

Name Brand
Breakfast Cereal

description here

\$0.00

Name Brand
Quick Oats

description here

\$0.00

WEEKDAY DINNERS

Name Brand
Chicken Breast

description here

\$0.00

Name Brand
Pasta Dinner

description here

\$0.00

Name Brand
Pizza Kits

description here

\$0.00



Name Brand
Ground Beef

description here

\$0.00

**Grocery
Market**

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



Advertised offers good August 00-00, 20XX.
List details, terms and conditions here. List details,
terms and conditions here. List details, terms and
conditions here. List details, terms and conditions
here. List details, terms and conditions here. List
details, terms and conditions here.

Web Ads ★ W

Rectangle 250 x 300

Leaderboard 728 x 90

Mobile Banner 320 x 50

Have a Great SCHOOL YEAR

Wholesome breakfast, lunch,
dinner and snack favorites!

Shop Weekly Deals



**Grocery
Market**

1234 Washington Street
Somerville Heights



Fresh Summer Cocktails

pineapple-mint margarita • strawberry fizz • cucumber martini • melon blossom • & more

50% Off
Happy Hour
Weekdays 4-6:30 pm

Cocktail Bar

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



PASS 6 col x 3

Smokin' Good

Chicken & Ribs • Pulled Pork Sandwiches
Southern-Style Sides • Beer & Wine

BBQ Restaurant

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

Tuesday Special
Pulled Pork Sandwich
With a Side & Craft Beer
Only \$15



PASS 6 col x 3



Try our famous lobster roll!

ONLY \$25

Includes Homemade Chips & Fresh Slaw

grilled & fried seafood platters
po' boys & sandwiches
fresh soups & salads

Seafood Restaurant

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

PASS 6 col x 3



Fast & Flavorful Fajita Kits

Meat Market Deli

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

Ready-to-Cook Fajita Strips
soaked in our savory signature marinade

Steak \$8.99 lb.
Chicken \$6.99 lb.

We throw in the onions and peppers for free - sliced, seasoned and ready to sauté!

PASS 6 col x 3

Web Ads

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




Fresh Summer Cocktails

50% Off
Happy Hour
Weekdays 4-6:30 pm

Cocktail Bar

1234 Washington Street
Somerville Heights



Smokin' Good

Chicken & Ribs • Pulled Pork Sandwiches • Southern-Style Sides • Beer & Wine

Nightly Specials

BBQ Restaurant

1234 Washington Street
Somerville Heights



Try our famous lobster roll!

grilled & fried seafood platters | po' boys & sandwiches | fresh soups & salads

Open for Lunch & Dinner

Seafood Restaurant

1234 Washington Street
Somerville Heights



Fast & Flavorful Fajita Kits

Marinated & Ready to Cook with sliced onions & peppers

Steak \$8.99 lb.
Chicken \$6.99 lb.

Meat Market

1234 Washington Street
Somerville Heights





Home Improvement Section Upgrade Produces a 247 Percent Increase in Sales

An expanded "Spring Home" special section drives an impressive spike in local advertising revenue for a New York newspaper.



**Tompkins Weekly
Lansing, NY**

➤ Check Out the Tompkins Weekly "Spring Home" Section

CREATE:

Tompkins Weekly has historically produced four-page "Spring Home" and "Fall Home" sections. For their 2026 "Spring Home" edition, they expanded the scope of their usual program using a Themed Special Section from Metro. They selected twelve pages from Metro's fully templated "Spring Home" section to expand their traditional product. The resulting section successfully attracted a variety of local advertisers and exceeded sales projections.

SELL:

The Tompkins Weekly team used the Metro section template as a selling tool. Publisher and President Todd Mallinson says they are a "feet on the street business," selling in person as well as through email marketing. The publication created a promotion for "Spring Home" advertisers, offering businesses a 50 percent discount on future advertising within the next month.

PROFIT:

The publication's 2026 "Spring Home" section sales were 247 percent ahead of the previous year. The 12-page section featured ads of all sizes from 24 different businesses. Based on the section's success, the Tompkins Weekly team plans to expand the page count of their next home improvement section even further.

Todd Mallinson

ToddM@VizellaMedia.com
Publisher & President
Vizella Media
Lansing, NY

➤➤ See Metro's Themed Special Sections Schedule

➤➤ Read More Success Stories

Customer Requests

Free custom content requests like these are a benefit of your Metro subscription!



[>> Click here to make a request](#)

Celebrate diversity and reflect on the past with content honoring **Emancipation Day** on **August 1**, as well as **Orange Shirt Day** and **National Day for Truth and Reconciliation** on **September 30**.





NON AU RACISME

(NO TO RACISM)



(EMANCIPATION DAY)



(EMANCIPATION DAY)



(EMANCIPATION DAY)



(CANADIAN DIVERSITY)



(PROTEST AGAINST ANTI-INDIGENOUS RACISM)



French Headings



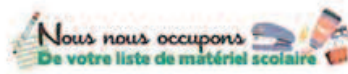
**Vos biens
sont-ils
Bien assurés?**

(ARE YOUR BELONGINGS
PROPERLY INSURED?)



**Faites des économies d'essence...
achetez localement!**

(SAVE GAS. BUY LOCAL!)



**Nous nous occupons
De votre liste de matériel scolaire**

(LET US TAKE CARE OF YOUR
BACK-TO-SCHOOL LIST)



**VENTE
DE FIN DE
SAISON DE CAMPING**

(END-OF-SEASON CAMPING SALE)

Newspaper Marketing

Use the Marketing menus under the **Image Category** and **Template Type** filters for more content designed to help you promote your publication to readers and advertisers.





National Bargain Hunting Week is August 10-16



The Thrill of the Bargain Hunt!



In today's economy, being a savvy shopper is more important than ever for many consumers. Follow these tips to maximize your shopping savings, and enjoy special **Bargain Week** deals from your favorite local retailers!



Shop extra **National Bargain Week** savings at these local businesses all week, **August 00-00!**

- When shopping for food and household goods, check the price-per-ounce or unit price on the shelf tag, as larger sizes aren't necessarily the cheapest.
- Compare prices on store brands and generic items to name brands.
- Make a list before you head to the store, so you can stay focused on what you need.
- Check for print and digital coupons, and track weekly circulars.
- Join loyalty programs where available.
- Utilize consignment and thrift shops.
Pro tip: The best items are often donated over the weekend, processed on Mondays and Tuesdays, and on the sales floor early in the morning.
- Check sale and clearance racks.
- Try on clothes before you buy them to ensure you like the look and fit.
- When shopping for clothes, check the rolling racks near fitting rooms or processing areas.
- Take advantage of end-of-season and holiday sales.
- Ask about student, senior or military discounts.



CLOTHING STORE	THRIFT SHOP
HOME STORE	GROCERY MARKET
BEAUTY SUPPLY STORE	BOOKSTORE
PET SUPPLY STORE	GARDEN CENTER
VARIETY STORE	CRAFT SUPPLY STORE

Web Ads ★ W
Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50

Retail Store
 1234 Washington Street
 Somersville Heights

SHOP THE LATEST DEALS!

National Dog Day is August 26



CANDID CANINES

Local readers share favorite photos of their fur babies in celebration of **National Dog Day on August 26!**



Dog Name

Dog bio and details about favorite activities and foods here, as well as names of pup parents.



Dog Name

Dog bio and details about favorite activities and foods here, as well as names of pup parents.



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Dog bio and details about favorite activities and foods here, as well as names of pup parents.



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Dog Name

Dog bio and details about favorite activities and foods here, as well as names of pup parents.



Dog Name

Dog bio and details about favorite activities and foods here, as well as names of pup parents.

Every Day's a Pawty!

Doggy Day Care 8 a.m. - 6 p.m.
Kennel-Free Sleepovers • Grooming Services • All Breeds & Sizes



Learn More & Save 50% Off Your Dog's First Visit

Pet Day Care & Boarding

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



Web Ads ★ W

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

Every Day's a Pawty!

Doggy Day Care
Kennel-Free Sleepovers
Grooming Services

Save 50% Off Your Dog's First Visit

Pet Day Care & Boarding

1234 Washington Street
Somerville Heights



Senior Citizens Day is August 21



Words of Wisdom From Our Community's Seniors

In celebration of **Senior Citizens Day** on **August 21**, we asked the older adults in our audience to share their valuable points of view and life lessons with us. Thanks to all of the local seniors whose past and continued contributions help make our community a unique and wonderful place!



If you could give your younger self one piece of advice, what would it be?



Name Person, Age XX

Reply from local senior here.
Reply from local senior here.
Reply from local senior here.



Name Person, Age XX

Reply from local senior here.
Reply from local senior here.
Reply from local senior here.



Name Person, Age XX

Reply from local senior here.
Reply from local senior here.
Reply from local senior here.



Name Person, Age XX

Reply from local senior here.
Reply from local senior here.
Reply from local senior here.

What do you think are the most important keys to a happy and satisfying life?



Name Person, Age XX

Reply from local senior here.
Reply from local senior here.
Reply from local senior here.



Name Person, Age XX

Reply from local senior here.
Reply from local senior here.
Reply from local senior here.



Name Person, Age XX

Reply from local senior here.
Reply from local senior here.
Reply from local senior here.



Name Person, Age XX

Reply from local senior here.
Reply from local senior here.
Reply from local senior here.

What games, activities, events or traditions did you enjoy most as a kid?



Name Person, Age XX

Reply from local senior here.
Reply from local senior here.
Reply from local senior here.



Name Person, Age XX

Reply from local senior here.
Reply from local senior here.
Reply from local senior here.



Name Person, Age XX

Reply from local senior here.
Reply from local senior here.
Reply from local senior here.



Name Person, Age XX

Reply from local senior here.
Reply from local senior here.
Reply from local senior here.

PHARMACY

RESTAURANT
SENIOR MENU

HEARING AID CENTER

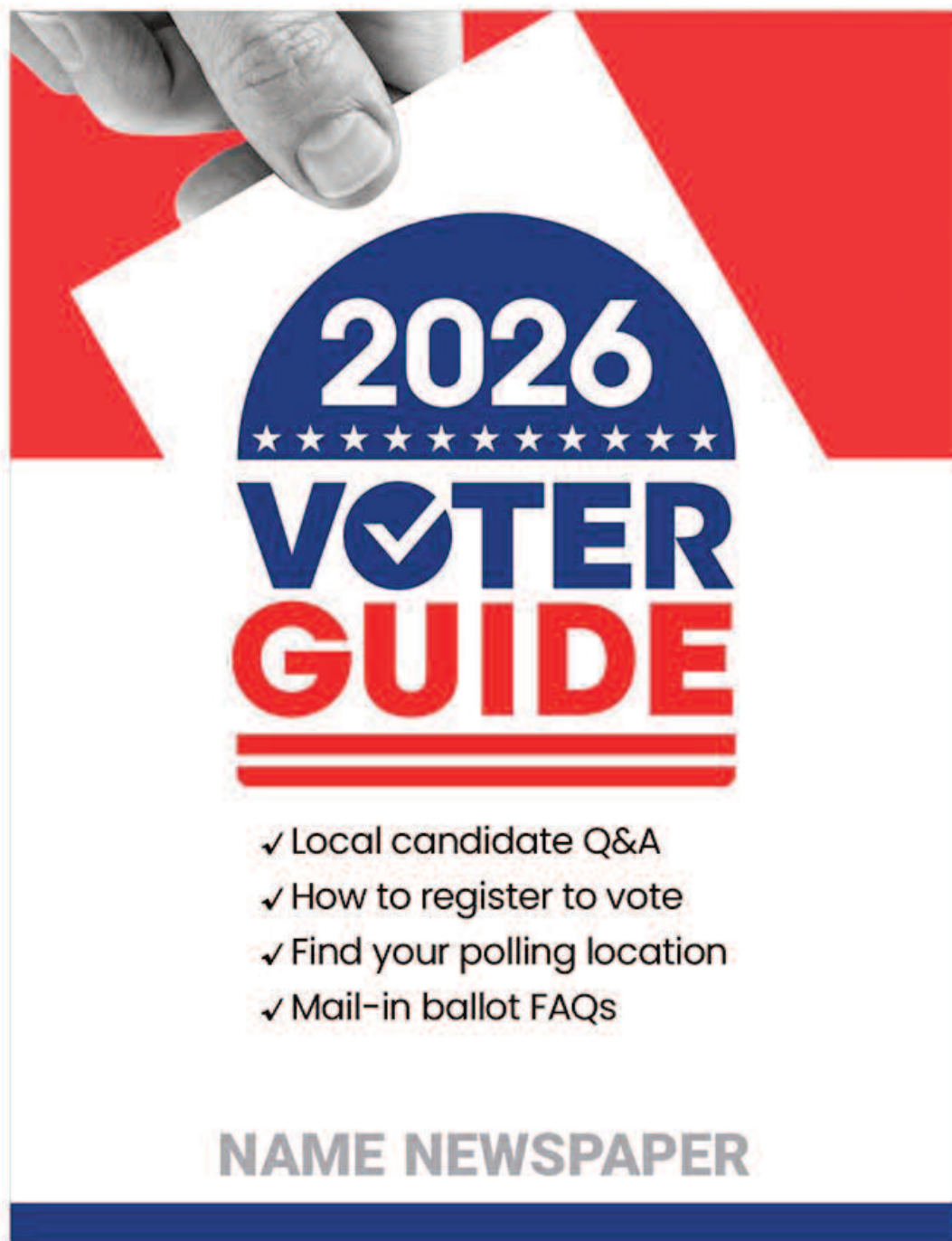
Support civic engagement in your community with **content for local and state politics this election season and throughout the year.**





VOTER GUIDE

Masthead - Build themed pages or directory layouts, in print or online



Cover - 10 x 13


**WHERE & WHEN TO
VOTE**

★★★★★★★★★★★★
**VOTER
GUIDE**

★★★ 2026 ★★★
**ELECTION
NEWS**

★★★ 2026 ★★★
**ELECTION
DATES**

★★★ 2026 ★★★
**ELECTION
INFORMATION**

This is your illustration and copy for the first week of August.



“Jesus answered, ‘Everyone who drinks this water will be thirsty again, but whoever drinks the water I give them will never thirst.’”
John 4:13-14 (NIV)

Seeking Spiritual Refreshment

One of the best and simplest experiences of the summer is the refreshment of a cold drink on the beach, at a barbecue or right on our porch. In the same way, simple moments of spiritual refreshment can be some of the most enriching experiences of our days. Whether it be taking some time to read our favorite Bible verses, or perhaps sharing a conversation about our spirituality with a loved one, we can find refreshment all the same. As the heat of summer continues to bear down on us, consider taking a moment to seek such spiritual refreshment.

—James Stone

PASS 2 col x 7

This is your illustration and copy for the second week of August.



“The heart of the discerning acquires knowledge, for the ears of the wise seek it out.”
Proverbs 18:15 (NIV)

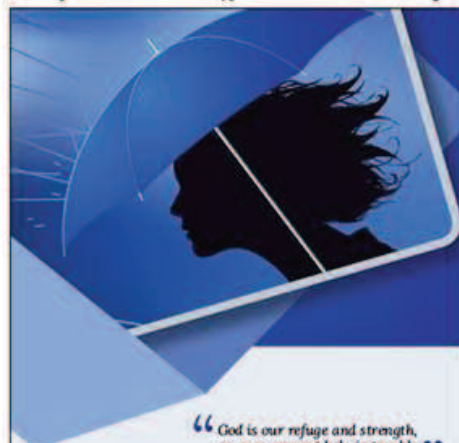
The Choice to Learn

As school years begin in some parts of the country, it's important to remember the choice we have in building and exercising the strength of our minds. While we tend to frame this with regards to our participation in the academic and then professional worlds, our education is truly a lifelong journey. When we seek to broaden our horizons in various areas, we find a better ability to understand others in our lives. Ultimately, cultivating an open and discerning mind helps us grow not just in worldly knowledge, but in the spiritual wisdom required to love and serve our neighbors well.

—James Stone

PASS 2 col x 7

This is your illustration and copy for the third week of August.



“God is our refuge and strength, an ever-present help in trouble.”
Psalm 46:1 (NIV)

Sudden Storms

During the summer, we are sometimes subject to a random downpour after mistakenly thinking we had a full day of sun. Of course, we always understand the potential for an event which changes our course, yet we are not always sure how to react. Similarly, we are well aware of nature's unpredictability, yet still end up surprised when a perfect weather forecast does not hold true. In comparing a sudden storm to the sudden struggles we encounter in life, we understand that there is both a beginning and an end to them. While these sudden disruptions can temporarily shake our confidence, we can find peace by anchoring our hearts in the one constant we can always rely on, knowing that no unexpected storm can separate us from God's protective care.

—James Stone

PASS 2 col x 7

This is your illustration and copy for the fourth week of August.



“Whatever you do, work at it with all your heart, as working for the Lord, not for human masters.”
Colossians 3:23 (NIV)

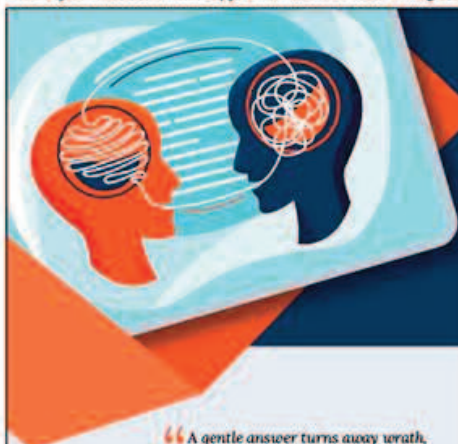
The Weight of Invisible Maintenance

Much of our daily living consists of unseen maintenance. The upkeep of our household, consistently showing up for our jobs, and generally managing our personal lives all fall under this category. As these tasks don't come with any immediate, tangible rewards, we may be left thinking our efforts do not matter. Nonetheless, this quiet care is exactly what holds our lives and families together. Remembering this truth allows us to bring a steady faithfulness to the ordinary tasks of life, transforming what sometimes feels like an excessive burden into a meaningful act of service that honors God.

—James Stone

PASS 2 col x 7

This is your illustration and copy for the fifth week of August.



“A gentle answer turns away wrath, but a harsh word stirs up anger.”
Proverbs 15:1 (NIV)

The Power of Gentle Speech

In our fast-paced daily interactions, we often utilize words as tools for efficiency, or sometimes, as outlets for frustration. Though such actions are perhaps inevitable in the tenser moments of our lives, we are called to be deliberate in our speech. By looking to Proverbs 15, we can find guidance in the practice of this approach. Although it may sometimes feel easier to handle a situation with aggression, there is a true power in the speech of one who is calm and collected.

—James Stone

PASS 2 col x 7



Themed Backgrounds & Elements

Create a variety of promotions for local parks and playgrounds, renaissance fairs and **National Lighthouse Day** on **August 7**.



Tab 10 x 13



PASS 6 col x 3

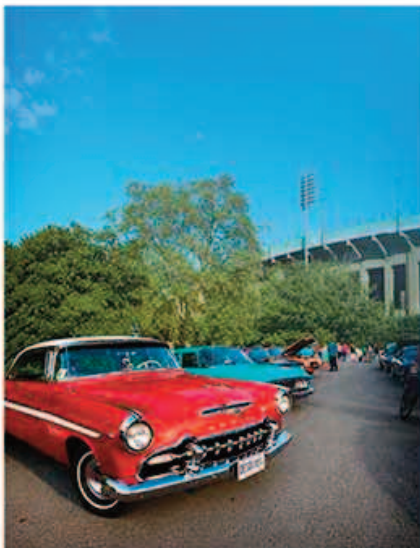


Themed Backgrounds & Elements

Create promotions for classic car shows and services, **National Golf Month** deals and events, and **National Black Business Month** in **August**.



Tab 10 x 13



PASS 6 col x 3





(FALL SAVINGS)



(HALLOWEEN FUN)



(LABOR DAY SALE)



(WELCOME BACK TO SCHOOL!)



(FALL HOME IMPROVEMENT)



(END-OF-SUMMER CLEARANCE EVENT)



(IT'S FOOTBALL SEASON!)



(HAVE A HAPPY, HEALTHY SCHOOL YEAR!)



(HAPPY LABOR DAY)



(HAPPY HALLOWEEN)



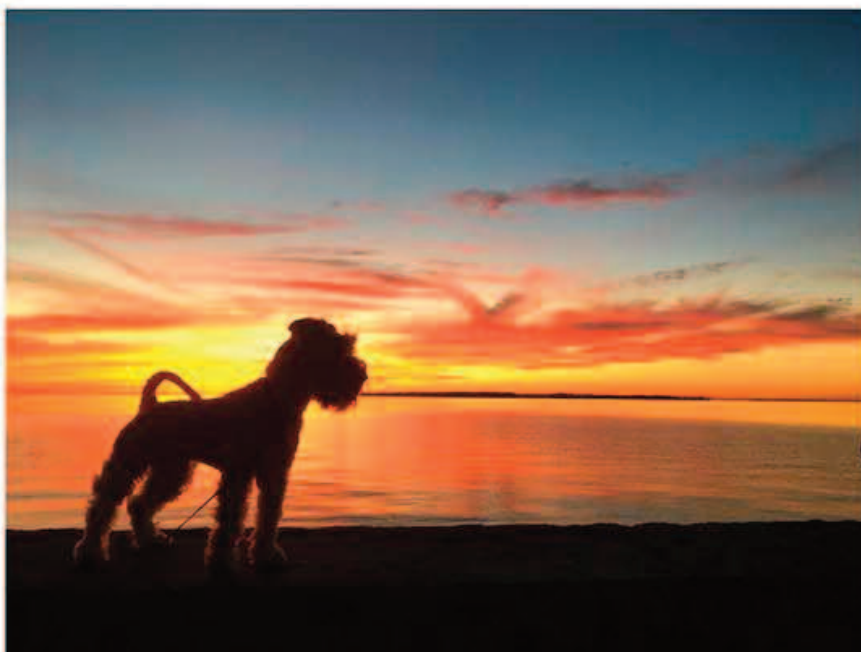
(GOLF TOURNAMENT)

**Back to School Month, Children’s Vision & Learning Month,
Golf Month, Lighthouse Day, Dog Day & So Much More...**
Use the Planning & Promotional Calendar located under the Planning Tab of our website
to discover new marketing opportunities for your local advertisers each month!





Every Metro Image Is Guaranteed Safe to Use...
Royalty-free legal licensing protection
is included on all Metro images!





**Your Metro subscription
includes unlimited downloads,
so you can present unlimited options to prospects.**





*A collection of more than 4,000
vintage images spanning over 100 years!*

Find them by selecting Retro from the Image Category filters of your Metro site.





Print and online templated sections and directories to connect your advertisers with niche audiences.

Back to School

Trading Up
The basics of vocational and trade schools

Activity Overview

AI & Education
What to know about artificial intelligence use in the classroom

5 signs a student might be too busy

Did You Know?

Standardized tests and student success

Standardized tests and student success are routine components of the academic experience. Tests are designed to measure how well students have learned, but some can trigger test anxiety for some students. Research shows 40 to 60 percent of students in grades K through 12 experience test anxiety, which often leads to having to take timed tests, according to Edmentum, when under a time constraint, the ability to recall acquired information can falter. Timed tests may be particularly stressful for students who have diagnosed learning disabilities. ACTA.gov says that individuals with disabilities are accommodated. That includes a requirement that testing entities "offer as soon as it is a reasonable accommodation to persons with disabilities." For some, this may mean having extra time when taking tests. Some educational tests that include tests are a form of intelligence, as the speed at which a student answers does not directly correlate to actual understanding and retention.

How to minimize distractions during study time

Optical Store Advertiser Here

Family Advertiser Here

Real Estate Advertiser Here

Real Estate NOW

Closing the Deal
What buyers can do to improve the chance their offer is accepted

Smart Selling
What's the right time to sell a home?

Is Renting the Right Move?
When it's advantageous to rent rather than buy

When is the right time to sell a home?

PAINT STORE Advertiser Here

Did You Know?

When it's advantageous to rent rather than buy

FOR RENT

When it's advantageous to rent rather than buy

RENTAL AGENCY Advertiser Here

FURNITURE RENTAL Advertiser Here

All-Inclusive Pricing
means all images, layouts and cover design are included

Run as a section or page series,
in print or online

Marketing Materials Included
Rate Cards, Social Media Posts, and Print and Web Promotional Ads to Target Advertisers and Readers

Newspaper

Example Ad (1/2000 print)

Back to School

Students

My Home

Business

Newspaper

Example Ad (1/2000 print)

Real Estate NOW

My Home

Business

Coordinated Websites & Digital Directories

Cost-effectively grow online revenue with mobile-responsive themed sites and advertiser directories that are ready to present, sell and launch, no HTML knowledge needed!

>> Click here to learn more

School Year Schedule

09 2026 September

Monday	Tuesday	Wednesday	Thursday	Friday
	1	2	3	4
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	

First Day of School

School Holiday

Football Tryouts

Name Sponsor

Name Sponsor

Name Sponsor

Name Sponsor

Name Sponsor

Name Sponsor

8.25 x 10.75

Back-to-School SALE

Savings that really add up on kids' apparel, shoes and accessories for the new school year!

BOGO 50% Off
Uniform Basics

2 for \$25
Mix & Match Hoodies & Joggers

30% Off
Denim & Dresses

Sale Starts Saturday! August 00-00, 2026

Kids' Clothing Store

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

PASS 3 col x 5

Get Set Up for Success

Tips to get kids to read more

School Supply Retailer

Pediatrician

Kids' Clothing Store

Kids' Haircuts

Bookstore or Library

Eye Care Center

Sleep and academic performance go hand in hand

Students and sleep are not the best of friends. College students have long experienced a tendency to stay up late, but even school-aged youngsters may be reluctant to go to bed on time during the school year.

Parents of school-aged children know that bedtime can be challenging, particularly when teens and kids want to ensure their smartphones get the maximum amount of hours of sleep each night. The American Psychological Association advises school-aged children between the ages of six and 13 get nine to 12 hours of sleep per night, while teens are urged to sleep eight to 10 hours per night.

Studies have found that when a student doesn't get enough sleep on a regular basis, their academic performance is likely to suffer. A 2013 study of first-year college students led by researchers at Carnegie Mellon University and published in the Proceedings of the National Academy of Sciences found that negative outcomes began to accumulate when students began to experience less than eight hours of sleep per night. Authors of the study noted that previous studies in adults showed that memory is impaired during the day when sleep is not getting enough, but suggested that when students' normal sleep patterns were interrupted, the results behind the study identified a notable decline in students' grade point averages when they worked less than eight hours of sleep, suggesting students' ability to learn and remember what they've learned in a given day is impaired if they don't get enough sleep the night before.

School-aged youngsters typically get much less than the amount of sleep recommended, so if they're falling short of AASM recommendations, then students' academic performance could be adversely affected. With that in mind, parents can try various strategies to get children to bed on time.

- Stay consistent with bedtime.** A firm bedtime can reduce the likelihood that sleep disruptions will affect how children perform in the classroom. If children are staying up three hours past their bedtime on Friday and Saturday, then they're less likely to want to get out of bed on school nights. A little flexibility on the weekends might not upset the apple cart, but try to maintain a consistent bedtime throughout the week.
- Help kids calm down before bed.** A winding down period leading up to bedtime can help kids fall asleep more quickly and might even make them less resistant to bedtime. Avoid particularly energetic activities directly before bedtime. Calmly reading a book and picking out clothes for the next day of school are calm activities that can get kids' bodies ready for sleep.
- Avoid concentration.** Parents are urged to let go of kids' screens. Calling it bedtime but are still being cooperative or bedtime. Kids might want to sleep in a room with their phone and their TV on. Avoiding screens and TV is not a good idea. Kids aren't continuously getting out of bed or getting distracted. Avoiding screens and TV is not a good idea. Kids aren't continuously getting out of bed or getting distracted.
- Create a good sleep environment.** Young children will resist going to bed if their parents and siblings are having a grand old time without them. Parents typically go to great lengths to ensure kids' bedrooms are conducive to sleep, but it's also important to make sure the room is quiet throughout the rest of the house since children go to bed.

Sleep and school are inextricably linked, and parents can do much to ensure kids get the rest they need each night to be at their best in the classroom.

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