

Red, White & Revenue... "America@250" Special Sections Kick Off the Semiquincentennial With Successful Community Engagement

Local newspapers around the country celebrated this year's historic July 4th with Metro's "America@250" and "America@250 for Kids" Themed Special Sections, driving meaningful community connections and thousands in revenue!



> Look Inside

Net Profit: \$4,200

This publication combined "America@250" pages with unique local features like how the town has celebrated July 4th over the years, history on their local veterans' park, and asking residents their thoughts on America turning 250 years old. They even included a copy of the section in a time capsule to be opened in 50 years!

Sheri Crowe,
General Manager
Pickens County Progress
Jasper, GA

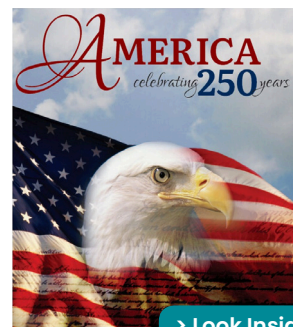


> Look Inside

Ad Revenue: \$6,000

"America @250' went really well! It was an easy section to sell, and our clients really liked the concept. Our sponsor even purchased 2,000 extra copies to hand out at Lodi's Fourth of July event, which was a great way to get the section out into the community."

Dora Sieber,
Director of Sales & Marketing
Lodi News-Sentinel
Lodi, CA



> Look Inside

ROI: Texas newspaper made almost 50% of their monthly revenue budget with this single section

"America@250' was an outstanding feature for several of our newspapers. Readers and customers both raved about the content and a few even called in thanking us for running it. In a super politically charged environment, it was important to have informative, thoughtful, nonpartisan content that was refreshing to read."

Scotty Maxwell,
Regional Advertising Director,
Wesner Publications
San Saba News & Star
San Saba, TX

Keep the Celebration Going All Year! Save 25% Off America@250 & America@250 for Kids Only \$90 for Both Sections

July 4th was just the beginning of America's semiquincentennial, giving your publication the opportunity to run revenue-boosting weekly pages celebrating our nation's past and present all year. Utilize games, puzzles, activities and articles to publish pages for all ages, pulling from more than 60 pages of combined special section content!

- > [View "America@250"](#)
- > [View "America@250 for Kids"](#)
- > [Order Your \\$90 Section Bundle](#)



See What's Coming Next...

"America@250" and "America@250 for Kids" are just two of the many ready-to-publish sections Metro produces to help your publication celebrate your community, recognize important milestones, support local organizations and create new advertising opportunities for area businesses. Browse the complete Themed Special Sections schedule now, and discover your next revenue opportunity!

- > [Visit Our Special Sections Library](#)
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