

# Metro offers ADS on Demand for hurried papers



**Kevin Slimp**  
Institute of  
Newspaper Technology  
articles@kevinslimp.com

I run across quite a few software vendors as I travel from one convention to another. Every now and then, I'll see a new product that looks like it has potential for our industry. Over the past few months, I've visited with Bethany R. Weidenhammer, Metro Creative Graphics, at several conferences. Each time, she has made a point to tell me that Metro would be offering a new service of great interest to newspapers. So it came as no surprise last week when I received a press release from Bethany regarding Metro's "ADS On Demand" service.

Basically, ADS on Demand works like this. Let's say I need an important ad prepared for tomor-

row's edition. I look at the clock and realize I'm going to be hard pressed to have an ad ready by deadline. ADS on Demand allows Metro customers to go online to have ads created for the next day's edition. If I place an order by 4 p.m. local time, I will have an ad waiting in my e-mail by 9:00 the following morning.

I tried the ADS on Demand to see how well it works. First I went to [www.metroadsondemand.com](http://www.metroadsondemand.com) and entered the necessary information. Users can upload photos, logos or other graphics for use in the ad. There's also an area to let the designers know just what you're looking for. I uploaded a photo and ordered two print ads and one ad for a Website. I wanted

if have Adobe Reader 7.0 or higher, you can use the "Note Tool" to make comments directly on the PDF and e-mail it back to Metro. You will receive your revised (print) ad via e-mail within two hours. I requested a couple of changes, which were promptly handled and returned to me in less than two hours.

And here's the clincher: the ads were very well done. Sometimes, when creating an ad for an important client, I've searched for hours for the right artwork. ADS on Demand allows the customer to focus on other jobs, knowing the ad will be ready as promised.

After seeing ADS on Demand, I contacted a representative of MultiAd and learned that they offer a service called "We'll Create It." We'll Create It was developed to create custom artwork, ads and other graphics for newspapers. If you're a MultiAd (AdBuilder) customer, it might be worth checking out.

Once you receive the first version of the ad, you can submit as many revisions as needed. Simply print the PDF of the ad you receive and indicate any changes or edits, then fax back the printed page(s) to the Metro Design Team. Or,

**Slimp Syndication**

You've read Kevin's technology columns for more than ten years. Now sit back and enjoy his homespun tales about the fictional town of Lennox Valley and the zany cast of characters who make up this midwest-or was that southeast-town.

There's Father O'Reilly, Brother Billy Joe Pilphrage, Vera Pinrod (whose favorite hobby is comparing attendance from the church newsletters each week), Kelli Anne Mohan (the local newspaper publisher) and scores of comical characters that will bring back memories of home and keep you laughing at the same time.

Newspapers can receive Kevin's column for four weeks at no cost. **No gimmicks. No tricks.** Just a chance to see how much your readers will love the citizens of Lennox Valley.

For more information, visit: [www.kevinslimp.com](http://www.kevinslimp.com) or email: [articles@kevinslimp.com](mailto:articles@kevinslimp.com)

I placed an order for this 7.5 X 10 inch ad online using Metro Creative Graphic's ADS on Demand service.

The cost for Metro's ADS on Demand seemed very reasonable. Print ads start at \$15 (priced by size) and Web ads start at \$15 for static ads and \$45 for animated ads. Animated Flash ads cost \$45 and up.

For ADS on Demand program and pricing information, call 800-223-1600 or visit [www.metroadsondemand.com](http://www.metroadsondemand.com).

**What's wrong with this picture?**

Our highest homeowner can't understand why he's so hot while his monthly cooling bill is so high. His A/C is creating an plenty of cool air, but too much of it is leaking - already into his attic!

Think this can't be happening to you? Think again. Cracked sealing techniques and deteriorated duct tape is very common in our desert homes. Thousands of valley homeowners don't even realize that 20% to 50% of their cooled air never reaches their living space!

We can inexpensively reveal your leaking ducts with state-of-the-art, smoke-compliant sealant. Let us minimize your home's ambient comfort - and reduce your monthly utility bill!

**Perfect Weather**

Heating and Air Conditioning Experts

"Indoor Weather Specialists"

888.5-AC.GUYS (888-522-4897)

Lowest Bidder & Insured, Lic. # 22020

We're Fast, We're Good, We're Honest!

This ad was designed for a customer using MultiAd's (AdBuilder) "We'll Create It" service.



ADS on Demand users can place an order by completing an online form on Metro's Web site.

Kevin Slimp's  
**The good folks of Lennox Valley**

Whether they're listening to one of Brother Billy Joe's 100 sermons or considering the fate of the local good-wrestler turned bad, Vera Pinrod, Father O'Reilly and the other citizens of this community will entertain you with their down-home humor

will keep you laughing while they stir up memories of the old home place.

[articles@kevinslimp.com](mailto:articles@kevinslimp.com)

[www.kevinslimp.com](http://www.kevinslimp.com)

These two panels of an animated GIF were created using ADS on Demand. This file is ready to be placed on a Website.

Want to contact Kevin about speaking at your newspaper conference or in-house training event? E-mail him at: [training@kevinslimp.com](mailto:training@kevinslimp.com)