

Next Door Neighbors

EFFECTIVE BEGINNING WITH THE OCTOBER 2012 ISSUE / RATE CARD #5

MEDIA KIT

ABOUT NEXT DOOR NEIGHBORS

Williamsburg's Next Door Neighbors is a magazine for people who call Williamsburg home. It is direct mailed monthly to 37,751 homes in the Williamsburg area and is written about locals, for locals. Each issue is theme-oriented and contains human interest stories written to capture the inner qualities and neighborly ways of those individuals highlighted within its pages. Next Door Neighbors provides a timely, full-color glimpse into the lives of these individuals who are contributing to the quality of life in Williamsburg and its content crosses all demographic boundaries. It is designed to be informative and engaging, providing you with new insight into ways your community can serve you - and ways you can serve your community. Next Door Neighbors is truly a magazine whose mission is to serve the Williamsburg community by creating or reinvigorating an awareness of the many opportunities we have to serve others.

FREQUENCY: Direct Mailed Monthly

CIRCULATION: 37,751

ZIP CODE COVERAGE:

- 23185 (Williamsburg)
- 23188 (James City County)
- 23168 (Toano)

Delivered full-saturation to homes, apartments and condos in all carrier routes; is not delivered to PO Boxes or business addresses. Copies of the magazine are also made available inside the Norge post office.

COVERAGE AREA



TOANO

JAMES CITY COUNTY

WILLIAMSBURG

6 REASONS

NEXT DOOR NEIGHBORS SHOULD BE ONE OF YOUR PRINT BUYS IN THE WILLIAMSBURG MARKET:

1. Next Door Neighbors has the highest reach of any print publication in the area. It is direct mailed monthly to 99% of the homes in the Williamsburg market.

2. It is home delivered to 19,000 more area homes than the Virginia Gazette. That means you have the opportunity to advertise to over 35,000 local residents who are not seeing your newspaper ads unless they buy a copy from a rack or store.

3. Next Door Neighbors is direct mailed to 100% of the homes in the high end neighborhoods you want - Kingsmill, Governor's Land, Ford's Colony, Stonehouse, etc. The Virginia Gazette is only home delivered to about half of these homes - those who subscribe to the newspaper.

4. Next Door Neighbors stays in area homes longer than a typical newspaper which means readers can refer back to ads when they want. That gives your investment a longer shelf life.

5. Now in its 6th year of business, Next Door Neighbors has established itself as a valued community publication that is well-read by consumers in Williamsburg, James City County and Toano.

6. There is no risk in advertising in Next Door Neighbors because we don't require signed contracts or long-term commitments. We work hard to earn your business and to keep it. If we don't meet your expectations you can stop advertising at any time.

ADVERTISING RATES

	ADVERTISE ANYTIME	12X YEAR
Full Page	\$1,697	\$1,664
3/4 Page	\$1,285	\$1,248
1/2 Page	\$875	\$832
1/4 Page	\$455	\$434
1/8 Page	\$228	\$217
1/16 Page	\$114	\$109

NON-PROFIT RATES

A non-profit organization will receive a discounted advertising rate. 501(c)3 IRS letter must be provided upon request.

Full Page	\$1,418
3/4 Page	\$1,078
1/2 Page	\$738
1/4 Page	\$391
1/8 Page	\$200
1/16 Page	\$101

COLOR

All ads are priced to include full color. There is no discount for running your ad in black and white; however, black and white ads are accepted.

GRAPHIC DESIGN

Prices include professional layout and graphic design. Camera ready ads may be submitted as PDF's and emailed to: meredith.collinsgroup@cox.net.

PAYMENT

Advertisers will receive an invoice from Collins Group, LLC. Advertisements may also be paid for in advance by check or cash. Payment must be received within 30 days of the publication date of the magazine. Customers that do not pay their invoices in full by the due date are subject to a 1.5% late charge on any outstanding balances.

ADVERTISING DEADLINES

Advertising deadlines are always on a Tuesday, typically 15 days prior to publication. (See Publication Schedule for specific deadlines for each issue.) This deadline is for both space and materials for advertisers who want Collins Group, LLC to design the ad at no additional charge. Advertisers who prefer to submit their own ads as PDF's must provide a space reservation by the Tuesday deadline but can submit the ad as a PDF to Collins Group, LLC on or before Friday of the same week.

MECHANICAL SPECIFICATIONS

Back Page.....	7.80" x 7.80"
FullPage.....	7.80" x 10.50"
3/4 Page (H).....	7.80" x 7.80"
3/4Page(V).....	5.80" x 10.50"
1/2 Page (H).....	7.80" x 5.20"
1/2 Page (V).....	3.85" x 10.50"
1/4 Page.....	3.85" x 5.20"
1/8 Page.....	3.85" x 2.50"
1/16 Page	1.85" x 2.50"

For more information, contact Meredith Collins, Publisher, at (757) 560-3235 or meredith.collinsgroup@cox.net

Next Door Neighbors is published by Collins Group, LLC PO Box 5152 Williamsburg, VA 23188

www.WilliamsburgNeighbors.com

NDN DIRECT MAIL BY CARRIER ROUTE

zip	route	city	sfd	mfd	trlr	bus	total
23168	H001	TOANO	309	144	0	0	453
23168	H002	TOANO	305	2	0	0	307
23168	H003	TOANO	358	0	0	0	358
23168	H004	TOANO	440	0	0	0	440
23168	H005	TOANO	364	5	0	0	369
23168	H006	TOANO	492	0	0	0	492
Total			2268	151	0	0	2419
23185	C001	WILLIAMSBURG	343	275	0	0	618
23185	C003	WILLIAMSBURG	585	102	0	0	687
23185	C005	WILLIAMSBURG	599	40	0	0	639
23185	C006	WILLIAMSBURG	498	1	0	0	499
23185	C008	WILLIAMSBURG	449	207	0	0	656
23185	C009	WILLIAMSBURG	298	256	0	0	554
23185	C010	WILLIAMSBURG	281	603	0	0	884
23185	C011	WILLIAMSBURG	339	44	0	0	383
23185	C012	WILLIAMSBURG	614	0	0	0	614
23185	C013	WILLIAMSBURG	396	0	0	0	396
23185	C015	WILLIAMSBURG	452	70	0	0	522
23185	C017	WILLIAMSBURG	466	0	0	0	466
23185	C018	WILLIAMSBURG	184	0	0	0	184
23185	C019	WILLIAMSBURG	380	234	0	0	614
23185	C020	WILLIAMSBURG	318	256	0	0	574
23185	C021	WILLIAMSBURG	301	166	0	0	467
23185	C022	WILLIAMSBURG	135	580	0	0	715
23185	C023	WILLIAMSBURG	598	2	0	0	600
23185	C024	WILLIAMSBURG	287	288	0	0	575
23185	C025	WILLIAMSBURG	441	0	0	0	441
23185	C026	WILLIAMSBURG	267	51	0	0	318
23185	C027	WILLIAMSBURG	213	120	0	0	333
23185	C028	WILLIAMSBURG	684	0	0	0	684
23185	C029	WILLIAMSBURG	474	0	0	0	474
23185	R001	WILLIAMSBURG	458	0	0	0	458
23185	R002	WILLIAMSBURG	586	57	16	0	659
23185	R005	WILLIAMSBURG	544	20	0	0	564
23185	R010	WILLIAMSBURG	646	11	80	0	737
23185	R016	WILLIAMSBURG	467	0	0	0	467
23185	R019	WILLIAMSBURG	460	0	0	0	460
23185	R022	WILLIAMSBURG	623	0	0	0	623
23185	R025	WILLIAMSBURG	647	5	0	0	652
23185	R028	WILLIAMSBURG	454	7	0	0	461
23185	R031	WILLIAMSBURG	563	0	0	0	563
Total			15050	3395	96	0	18541
23188	R003	WILLIAMSBURG	510	10	0	0	520
23188	R004	WILLIAMSBURG	521	4	0	0	525
23188	R006	WILLIAMSBURG	616	20	0	0	636
23188	R007	WILLIAMSBURG	509	373	0	0	882
23188	R008	WILLIAMSBURG	563	5	0	0	568
23188	R009	WILLIAMSBURG	587	7	0	0	594
23188	R011	WILLIAMSBURG	471	2	0	0	473
23188	R012	WILLIAMSBURG	476	152	0	0	628
23188	R013	WILLIAMSBURG	521	2	0	0	523
23188	R014	WILLIAMSBURG	507	0	0	0	507
23188	R015	WILLIAMSBURG	527	0	0	0	527
23188	R017	WILLIAMSBURG	561	106	0	0	667
23188	R018	WILLIAMSBURG	472	0	0	0	472
23188	R021	WILLIAMSBURG	555	0	0	0	555
23188	R023	WILLIAMSBURG	656	5	0	0	661
23188	R024	WILLIAMSBURG	557	0	0	0	557
23188	R026	WILLIAMSBURG	655	0	0	0	655
23188	R027	WILLIAMSBURG	545	2	0	0	547
23188	R029	WILLIAMSBURG	469	220	0	0	689
23188	R030	WILLIAMSBURG	510	0	0	0	510
23188	R032	WILLIAMSBURG	662	85	0	0	747
23188	R033	WILLIAMSBURG	442	430	0	0	872
23188	R034	WILLIAMSBURG	672	48	0	0	720
23188	R035	WILLIAMSBURG	501	61	0	0	562
23188	R036	WILLIAMSBURG	493	6	0	0	499
23188	R038	WILLIAMSBURG	530	0	0	0	530
23188	R039	WILLIAMSBURG	307	215	0	0	522
23188	R040	WILLIAMSBURG	643	0	0	0	643
Total			15038	1753	0	0	16791
Grand Total			32356	5299	96	0	37751

NDN 2013 PUBLISHING SCHEDULE

JANUARY ISSUE

Legacy

Planning for future generations

- In Home Date: December 13, 2012
- Advertising Deadline: Tues, Nov. 27th

FEBRUARY ISSUE

Industry Innovations

Innovators with new ideas

- In Home Date: January 17, 2013
- Advertising Deadline: Tues, Dec. 31st

MARCH ISSUE

Inside Williamsburg

People working behind the scenes locally

- In Home Date: February 14, 2013
- Advertising Deadline: Tues, Jan. 29th

APRIL ISSUE

Beginnings

Locals on the verge of a new beginning

- In Home Date: March 21, 2013
- Advertising Deadline: Tues, Mar. 5th

MAY ISSUE

Parenting

On being a parent

- In Home Date: April 18, 2013
- Advertising Deadline: Tues, Apr. 2nd

JUNE ISSUE

Law & Order

Interviews with locals who uphold the law

- In Home Date: May 23, 2013
- Advertising Deadline: Tues, May 7th

JULY ISSUE

Serving Our Country

Life in and after the armed services

- In Home Date: June 20, 2013
- Advertising Deadline: Tues, June 4th

AUGUST ISSUE

The Arts in Williamsburg

Preview to Arts Month

- In Home Date: July 18, 2013
- Advertising Deadline: Tues, July 2nd

SEPTEMBER ISSUE

Teachers & Mentors

Annual focus on education in our community

- In Home Date: August 22, 2013
- Advertising Deadline: Tues, Aug. 6th

OCTOBER ISSUE

Good Health

Annual health issue

- In Home Date: September 19, 2013
- Advertising Deadline: Tues, Sept. 3rd

NOVEMBER ISSUE

We're Thankful

An inspirational issue about gratitude

- In Home Date: October 17, 2013
- Advertising Deadline: Tues, Oct. 1st

DECEMBER ISSUE

Williamsburg Holidays

Holiday guide for locals

- In Home Date: November 14, 2013
- Advertising Deadline: Tues, Oct. 29th