

# WILLIAMSBURG'S Next Door Neighbors

## 2019 MEDIA KIT

EFFECTIVE BEGINNING WITH THE JANUARY 2019 ISSUE / RATE CARD #10

### ABOUT NEXT DOOR NEIGHBORS

Williamsburg's Next Door Neighbors is a magazine for people who call Williamsburg home. It is direct mailed monthly to **41,742 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

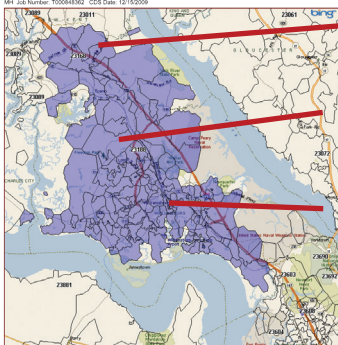
**CIRCULATION:** 41,742

### ZIP CODE COVERAGE:

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

### COVERAGE AREA

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, Chamber of Commerce and The Wine Seller.



TOANO

JAMES CITY COUNTY

WILLIAMSBURG

### WHAT YOU SHOULD KNOW:

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. Next Door Neighbors is direct mailed to 100% of the homes in the high end neighborhoods - Kingsmill, Governor's Land, Ford's Colony, Stonehouse, etc.
3. 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.
4. Now in its 13th year of business [established Dec. 2006], Next Door Neighbors has established itself as a valued community publication that is well-read by consumers in Williamsburg, James City County and Toano.
5. **There is no risk in placing 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

(See chart below)

### CAMERA READY

For customers who prefer to submit camera-ready ads, you will receive a courtesy discount. Camera ready is defined as submitting a PDF of

your ad that does not require any changes on our part. No copy changes. No resizing. We will simply put your ad on the page as we receive it. If we make changes to your ad at your request, you will be charged the higher rate for your ad size. **Email camera ready ads to:**

**meredith@williamsburgneighbors.com**

### DEADLINES

Space reservation deadlines are always on Tuesdays. Once you have made a commitment to place your ad in the issue that is on deadline, you may not cancel your ad on the next day or any day before final ads are approved on Friday, unless there are circumstances that warrant a cancellation, which would be determined by the publisher. If you choose not to run your ad after committing to the run, you will still be charged for the space. This enables us to serve all of our customers better and to make the deadline established by our printer.

### DESIGN SERVICES

For customers who need design services, we will gladly design your ads and proof them to you, as well as make changes once you have reviewed the proof. We realize that not everyone has their own design services and we are happy to help.

### 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.

### ADVERTISING RATES

	ADVERTISE ANYTIME	CAMERA READY	12X YEAR	CAMERA READY
Full Page	\$1,875	\$1,818	\$1,801	\$1,748
3/4 Page	\$1,419	\$1,376	\$1,350	\$1,311
1/2 page	\$964	\$937	\$898	\$874
1/4 Page	\$508	\$487	\$473	\$456
1/8 Page	\$258	\$244	\$237	\$228
1/16 Page	\$127	\$123	\$118	\$114

For more information, contact Meredith Collins, Publisher, at (757) 560-3235 or [meredith@williamsburgneighbors.com](mailto:meredith@williamsburgneighbors.com)

## NON-PROFIT ADVERTISING 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

## 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 who 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 to the right 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. 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"

Questions about Next Door Neighbors?

Meredith Collins, Publisher.  
meredith@williamsburgneighbors.com  
(757) 560-3235

WilliamsburgNeighbors.com

# 2019 PUBLISHING SCHEDULE

## JANUARY ISSUE

### New Beginnings

People who are starting something new

- In Home Date: December 27, 2018
- Advertising Deadline: Tues, Dec. 11th

## FEBRUARY ISSUE

### Volunteers

A look at community volunteers

- In Home Date: January 24, 2019
- Advertising Deadline: Tues, Jan. 8th

## MARCH ISSUE

### On Aging

Challenges of aging and local resources

- In Home Date: February 28, 2019
- Advertising Deadline: Tues, Feb. 12th

## APRIL ISSUE

### The Great Outdoors

People who love the outdoors in work or hobbies

- In Home Date: March 28, 2019
- Advertising Deadline: Tues, Mar. 12th

## MAY ISSUE

### People and Their Pets

The variety of pets that people make homes for

- In Home Date: May 2, 2019
- Advertising Deadline: Tues, Apr. 16th

## JUNE ISSUE

### Local Clubs

What our civic groups are doing

- In Home Date: May 30, 2019
- Advertising Deadline: Tues, May 14th

## JULY ISSUE

### Public Service

People who work in public service

- In Home Date: June 27, 2019
- Advertising Deadline: Tues, June 11th

## AUGUST ISSUE

### Community Education

Education through classes and workshops

- In Home Date: August 1, 2019
- Advertising Deadline: Tues, July 16th

## SEPTEMBER ISSUE

### Art in Williamsburg

A look at the arts in our community.

- In Home Date: August 29, 2019
- Advertising Deadline: Tues, Aug. 13th

## OCTOBER ISSUE

### Your Health

Annual health issue

- In Home Date: October 3, 2019
- Advertising Deadline: Tues, Sept. 17th

## NOVEMBER ISSUE

### Thankful

The gratitude issue

- In Home Date: October 31, 2019
- Advertising Deadline: Tues, Oct. 15th

## DECEMBER ISSUE

### Williamsburg Holidays

Holiday guide for locals

- In Home Date: November 29, 2019
- Advertising Deadline: Tues, Nov. 12th

## Hey Neighbor!

Hey Neighbor! is a service provided to non-profit organizations, civic groups and churches. It is intended to inform Next Door Neighbors readers about community events they may want to attend, volunteer for or make a donation to.

**Hey Neighbor! submissions should be typed in this sample format:**

### Hey Neighbor!

RELAY FOR LIFE OF  
WILLIAMSBURG KICKOFF  
January 11, 2019

JCC Recreation Center at 5301 Longhill Road.  
Meeting begins at 6 pm, doors open at 5:30 pm.  
Main event will be May 6, at Jamestown High School.

Email your submission to:

[heyneighbor@cox.net](mailto:heyneighbor@cox.net)

## Deadlines for Submission

ISSUE	DEADLINE
JAN.....	Dec 11, 2018
FEB.....	Jan 8, 2019
MAR.....	Feb 12, 2019
APR.....	Mar 12, 2019
MAY.....	Apr 16, 2019
JUN.....	May 14, 2019
JUL.....	Jun 1, 2019
AUG.....	Jul 16, 2019
SEPT.....	Aug 13, 2019
OCT.....	Sep 17, 2019
NOV.....	Oct 15, 2019
DEC.....	Nov 12, 2019