

# WILLIAMSBURG'S Next Door Neighbors 2022 MEDIA KIT

EFFECTIVE BEGINNING WITH THE JANUARY 2022 ISSUE / RATE CARD #13

## ABOUT NEXT DOOR NEIGHBORS

Williamsburg's Next Door Neighbors is a magazine for people who call Williamsburg home. It is direct mailed monthly to **44,505** homes in the Williamsburg area. It 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:** 44,505

## ZIP CODE COVERAGE:

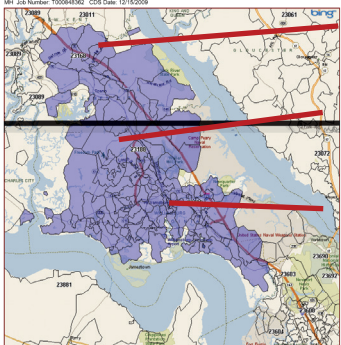
- 23185 (Williamsburg)
- 23188 (James City County)
- 23168 (Toano)

## COVERAGE AREA

Delivered full-saturation to homes, apartments and condos in all carrier routes; is not delivered to PO Boxes or business addresses.

## WHAT YOU SHOULD KNOW:

**1.** Next Door Neighbors has the highest reach of any print publication in the area. It is



TOANO

JAMES CITY  
COUNTY

WILLIAMSBURG

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 16th year of business [established Dec. 2006], Next Door Neighbors has become 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

	Less than 10 months year		10 months or more a year	
	We Design	You Design	We Design	You Design
<b>Full Page</b>	<b>\$1,931</b>	<b>\$1,873</b>	<b>\$1,837</b>	<b>\$1,783</b>
<b>3/4 Page</b>	<b>\$1,462</b>	<b>\$1,417</b>	<b>\$1,377</b>	<b>\$1,337</b>
<b>1/2 page</b>	<b>\$993</b>	<b>\$965</b>	<b>\$916</b>	<b>\$891</b>
<b>1/4 Page</b>	<b>\$523</b>	<b>\$502</b>	<b>\$482</b>	<b>\$465</b>
<b>1/8 Page</b>	<b>\$266</b>	<b>\$251</b>	<b>\$242</b>	<b>\$233</b>
<b>1/16 Page</b>	<b>\$131</b>	<b>\$127</b>	<b>\$120</b>	<b>\$116</b>

**For more information, contact Meredith Collins at (757) 560-3235 or meredith@williamsburgneighbors.com**

## ON-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 be paid for 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.....	7.90" x 7.90"
Full Page.....	7.90" x 10.20"
3/4 Page (H).....	7.90" x 7.90"
3/4 Page (V).....	5.80" x 10.20"
1/2 Page (H).....	7.90" x 5.20"
1/2 Page (V).....	3.85" x 10.20"
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@williamsburgneighbors.com  
757-560-3235

WilliamsburgNeighbors.com

# 2022 PUBLISHING SCHEDULE

### JANUARY ISSUE

#### Inspiring Others

*What do you do to inspire others? What inspires you to start something?*

- In Home Date: December 30, 2021
- Advertising Deadline: Tues, Dec. 14th

### FEBRUARY ISSUE

#### Service with a Smile

*Front line workers. People who deal directly with the public. How do they handle it?*

- In Home Date: January 27, 2022
- Advertising Deadline: Tues, Jan. 11th

### MARCH ISSUE

#### Williamsburg's Got Talent

*Jugglers, magicians, triathlon competitors, dancers, brewers etc.*

- In Home Date: February 24, 2022
- Advertising Deadline: Tues, Feb. 8th

### APRIL ISSUE

#### Just For Fun

*What we do for a good time in our spare time.*

- In Home Date: March 31, 2022
- Advertising Deadline: Tues, Mar. 15th

### MAY ISSUE

#### Williamsburg's Cornerstones

*CW, Busch Gardens, W&M.*

- In Home Date: April 28, 2022
- Advertising Deadline: Tues, Apr. 12th

### JUNE ISSUE

#### Pets We Love

*Focus on less common breeds. Also – rescue dogs, HHS, fostering etc.*

- In Home Date: May 26, 2022
- Advertising Deadline: Tues, May 10th

### JULY ISSUE

#### Our Volunteers

*Locals who devote their time to the service of others.*

- In Home Date: June 30, 2022
- Advertising Deadline: Tues, June 14th

### AUGUST ISSUE

#### Science in Our Lives

*The way science impacts our lives.*

- In Home Date: July 28, 2022
- Advertising Deadline: Tues, July 12th

### SEPTEMBER ISSUE

#### The Arts in Williamsburg

*Creativity in its many forms – drawing, painting, sculpture, music, dance etc.*

- In Home Date: September 1, 2022
- Advertising Deadline: Tues, Aug. 16th

### OCTOBER ISSUE

#### All About Health

*What our local experts say about getting and keeping healthy.*

- In Home Date: September 29, 2022
- Advertising Deadline: Tues, Sept. 13th

### NOVEMBER ISSUE

#### The Good Life

*What does this mean to you? How do you attain it? Are you living the good life now? Why?*

- In Home Date: October 27, 2022
- Advertising Deadline: Tues, Oct. 11th

### DECEMBER ISSUE

#### Recipes for the Season

*Reader recipe contributions.*

- In Home Date: December 1, 2022
- Advertising Deadline: Tues, Nov. 15th

## SNAPSHOT

- **Circulation: 44,505**  
100% direct mailed
- **16th year in business.**
- **Delivered to every home with a mailbox in zip codes 23185, 23188 and 23168.**
- **No advertising commitments or contracts are required.**
- **Home delivery ensures multiple impressions with the same readers.**
- **Long shelf life; does not go to recycle bin in one or two days.**

