

WILLIAMSBURG'S Next Door Neighbors 2025 MEDIA KIT

EFFECTIVE BEGINNING WITH THE JANUARY 2025 ISSUE / RATE CARD #17

ABOUT NEXT DOOR NEIGHBORS

Williamsburg's Next Door Neighbors is a magazine for people who call Williamsburg home. It is direct mailed monthly to **46,700** 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: 46,700

ZIP CODE COVERAGE:

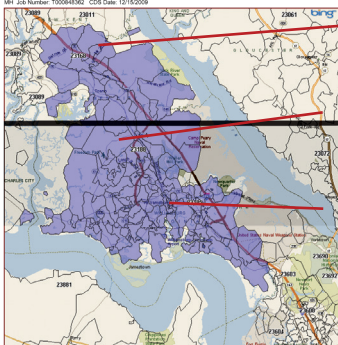
- 23185 (Williamsburg)
- 23188 (James City County)
- 23168 (Toano)

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 19th 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 usually 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 6 months year | | 6 months or more a year | |
|------------------|-------------------------|------------|-------------------------|------------|
| | We Design | You Design | We Design | You Design |
| Full Page | \$2,206 | \$2,139 | \$2,099 | \$2,037 |
| 3/4 Page | \$1,670 | \$1,618 | \$1,574 | \$1,528 |
| 1/2 page | \$1,135 | \$1,102 | \$1,047 | \$1,018 |
| 1/4 Page | \$597 | \$573 | \$550 | \$532 |
| 1/8 Page | \$306 | \$289 | \$279 | \$268 |
| 1/16 Page | \$151 | \$146 | \$138 | \$133 |

For more information, contact Meredith Collins at (757) 560-3235 or 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..... | \$1,588 |
| 3/4 Page..... | \$1,207 |
| 1/2 Page..... | \$827 |
| 1/4 Page..... | \$438 |
| 1/8 Page..... | \$224 |
| 1/16 Page..... | \$111 |

NEIGHBOR TO NEIGHBOR

Block ads located together on the same page. 2.4" wide x 2.4" tall. Camera Ready Ads **\$85**. Additional \$5 if creative design needed or if there are any changes made to an ad.

PAYMENT

Advertisers will receive an invoice from Collins Group, LLC. Advertisements may be paid for by check or cash. You may also set up ACH direct payments if you prefer. 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 usually 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" |
| FullPage..... | 7.90" x 10.20" |
| 3/4 Page (H)..... | 7.90" x 7.90" |
| 3/4Page (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" |

2025 PUBLISHING SCHEDULE

JANUARY ISSUE

What's Old is New Again

Antiques, cars, household items...anything!

- In Home Date: January 2, 2025
- Advertising Deadline: Tues, Dec. 10th

FEBRUARY ISSUE

Our Volunteers

Locals who donate their time and expertise to help others.

- In Home Date: January 30, 2025
- Advertising Deadline: Tues, Jan. 14th

MARCH ISSUE

The Great Outdoors

Outdoor adventures we look forward to.

- In Home Date: February 27, 2025
- Advertising Deadline: Tues, Feb. 11th

APRIL ISSUE

Military Pride

Men & women who serve our country.

- In Home Date: March 27, 2025
- Advertising Deadline: Tues, Mar. 11th

MAY ISSUE

On the Water

Exploration of anything water related in our area.

- In Home Date: May 1, 2025
- Advertising Deadline: Tues, Apr. 15th

JUNE ISSUE

On Aging

How we handle the passage of time.

- In Home Date: May 29, 2025
- Advertising Deadline: Tues, May 13th

JULY ISSUE

Made in Williamsburg

Neighbors creating something special in our community.

- In Home Date: June 26, 2025
- Advertising Deadline: Tues, June 10th

AUGUST ISSUE

Games We Play

Fun things people do in their spare time.

- In Home Date: July 31, 2025
- Advertising Deadline: Tues, July 15th

SEPTEMBER ISSUE

The Arts in Williamsburg

Our traditional look at creativity in our community.

- In Home Date: August 28, 2025
- Advertising Deadline: Tues, Aug. 12th

OCTOBER ISSUE

Focus on Health

Our annual issue on health.

- In Home Date: September 25, 2025
- Advertising Deadline: Tues, Sept. 9th

NOVEMBER ISSUE

On Being Thankful

A look at our blessings in life.

- In Home Date: October 30, 2025
- Advertising Deadline: Tues, Oct. 14th

DECEMBER ISSUE

Favorite Holiday Memories

Locals reflecting on their past holiday memories.

- In Home Date: November 20, 2025
- Advertising Deadline: Tues, Nov. 4th

SNAPSHOT

- **Circulation: 46,700**
100% direct mailed
- **19th 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.**

HERE'S A GREAT
WAY TO GET THE
WORD OUT ABOUT
YOUR
COMMUNITY
EVENTS

To post your event:

Go to
williamsburgneighbors.com

Click on CALENDAR

You will see a blue bar that reads: Let your neighbors know about happenings in our community. Click on the blue bar and you will be ready to upload your information.