

WILLIAMSBURG'S Next Door Neighbors

Discovering the people who call Williamsburg home

2010 ADVERTISING RATES

CIRCULATION: 36,765

	PER ISSUE NO CONTRACT	PER ISSUE 6x - 11x CONTRACT	PER ISSUE 12x CONTRACT
1/16 page.....	\$119.....	\$109.....	\$104
1/8 page.....	\$235.....	\$219.....	\$209
1/4 page.....	\$460.....	\$440.....	\$419
1/2 page.....	\$868.....	\$848.....	\$808
3/4 page.....	\$1,268.....	\$1,248.....	\$1,212
Full page.....	\$1,668.....	\$1,648.....	\$1,616

EFFECTIVE BEGINNING WITH THE FEBRUARY 2010 ISSUE / RATE CARD #3

DISPLAY ADVERTISING RATES

There are three types of rate plans for advertising in *Next Door Neighbors*:

• PER ISSUE: NO CONTRACT

A non-contract rate for each ad size offered is available to advertisers who want the flexibility to place advertising in *Next Door Neighbors* with no obligation or commitment for future advertising.

• PER ISSUE: 6x - 11x CONTRACT

A contract advertising rate for each ad size offered that provides better value with lower prices for advertisers who know they want to place ads in *Next Door Neighbors* in at least 6 issues (of your choice) during a 12 month period.

• PER ISSUE: 12x CONTRACT

These advertising rates reward loyal customers who know they want to place advertising in 12 consecutive issues. They provide the lowest cost available for reaching the 36,525 homes that receive the magazine each month.

ARTS & ENTERTAINMENT

Introductory Advertising Rates

1/6 page.....	\$250.....	3.85" x 3.40"
1/12 page.....	\$125.....	1.85" x 3.40"
Line ads for calendar page(s).....	\$20 inch	

BACK PAGE ADVERTISING RATE

\$1,771

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

NON-PROFIT RATES

A non-profit organization will receive a 15% discount off the open rate. 501(c)3 IRS letter must be provided upon request. If you have specific requests for partnerships, please contact the publisher directly.

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 *Themes & Deadlines* 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.

UPDATED!

MECHANICAL SPECIFICATIONS

Back Page.....	7.80" x 7.80"
Full Page.....	7.80" x 10.50"
3/4 Page (H).....	7.80" x 7.80"
3/4 Page (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.wburgndn.com