

MEDIA KIT




Neighbors Choice®


San Antonio • Austin • Dallas
Since 1996



Austin/Round Rock

Neighbors Choice® is a company dedicated to enhancing communication in neighborhoods through a unique partnership between small business and neighborhood organizations.

 **Corporate Office**
3740 Colony Drive, Suite LL100
San Antonio, TX 78230

 (210) 558-3160 San Antonio
(866) 558-3160 toll-free

 Info@NeighborhoodNews.com
Sales@NeighborhoodNews.com



NeighborsChoice.com

   Follow us!

NEIGHBORHOODS LOVE US!

Neighborhood associations are always looking for ways to be more efficient with their time and money. There is often a lack of resources and effective ways to distribute information to residents. Though most neighborhood leaders want to build a sense of community, tight budgets and busy volunteers can make achieving these goals a challenge.

That's where Neighbors Choice® comes in. Over the last 25 years we have developed efficient and cost-effective ways for communities to have access to the valuable tools they need to manage their neighborhoods and provide effective communication to their residents.

“

“I always read the newsletter to find out what happened at Board meetings, events in the neighborhoods and other things I wouldn't otherwise know. Our newsletter has been great for many years.”

- Sara, Inwood HOA

”



ADVERTISERS LOVE US TOO!

Placing ads with Neighbors Choice® will get your message in front of your customers. Neighborhood newsletters are a publication residents want in their homes, one that carries the news and information of their immediate community and their neighborhood. Residents are often on the lookout for its arrival, and many save their newsletters to refer to in the future.

We will guide you according to your advertising plan. We have many choices and can help you get your word out to your specific demographic.

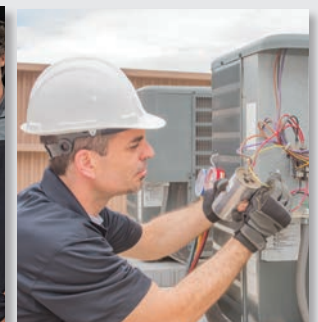
Our products and services have evolved over time, always with the changing needs of communities in mind. You will learn about the different areas in which we can fulfill many of your local advertising goals. Campaign assistance is just a call away. We can help with your placement choices, budget, frequency, ad design, schedule and more.

“

“I have been advertising every month as part of my marketing plan for the last 4 years. It has really helped me to get clients and get my name out in the neighborhood. I highly recommend them.”

- Cat Lodge, Realtor

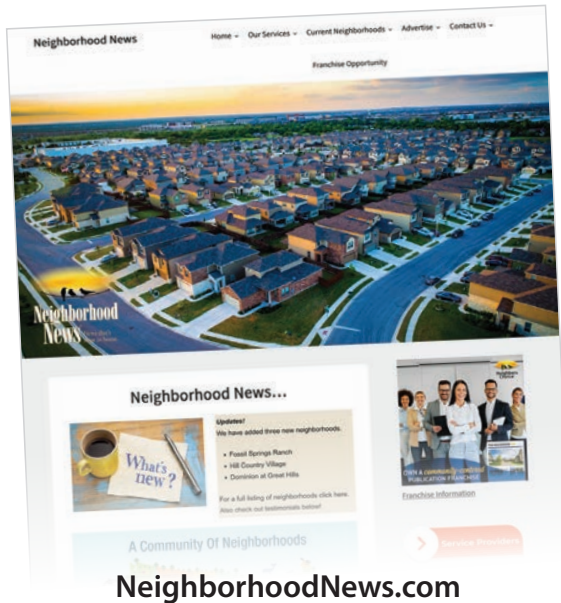
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ADVERTISING PRODUCTS & BUSINESS SERVICES

Mass/Electronic Advertising Options

- E-Newsletter Sponsorship
- Austin/San Antonio – 7k plus weekly emails
- National – 25k plus weekly emails
- Neighborhood News Website



Other Design and Business Services

Business Services

- Specialized Ad Design (\$50 p/hr)
 - 3 Proofs allowed in ad cost.
 - All print graphic design services, i.e, fl yers, postcards, brochures, signs, etc.
- Electronic Document Collection & Storage
- Copies, Color or B & W
- Meeting Space
- Conference Room

Neighborhood Advertising Options

Each newsletter is an unique publication for a specific neighborhood. They are custom designed and published with their individual news and information.

Neighborhood Specific Publications

- Print Newsletters
- E-Newsletters
- E-Newsletter Sponsorship
- Neighborhood Website



Mailing Services

- Print & Mail Services
- Mailing List Development and Maintenance
- Email List Development & Maintenance

ALL USPS Mailing Classes

- First Class,
- Standard Mail
- Marketing Mail, etc.



ADVERTISING RATES & SPECS

All ads are portions of an 8.5x11 page as indicated on page 6 .

Ad submitted should be sized according to these specifications to maintain the integrity of your ad with no distortions.

AD layout is included in ad purchase.

Maximum 3 proofs

Additional proofs.....\$10 ea

- Specialized design services available

Unique ads in differing

publications.....\$10 ea
additional ad

Preferred Placement.....\$50 ea

Ad Position different than policy:.....\$25 ea

- Upon approval

Purchase ad for personal use:\$50 ea

*All ad proofs will be sent with watermark.

Camera Ready Ad Specs:

File formats accepted: PDF (preferred), TIFF, JPG, All (images embedded and include fonts), EPS and INDD (include all fonts, links, images, logos/artwork).

• Ad colors must be submitted in **CMYK** (not RGB or Pantone colors)

• Graphic files must be a minimum resolution of **300 dpi**.

• All elements must be placed at 100% of size or larger. (**Do not include crop marks.**)

Camera Ready Ads

If you submit your ad “camera-ready”, we do not provide a proof, unless you request a proof. If your ad does not meet the above specifications, there may be a slight quality reduction. If your ad must be recreated, please be aware that it may not look exactly like the original.

We do not accept – Microsoft Word, Excel or Publisher files are NOT “camera-ready” and will need to be recreated. We provide up to 3 proofs. Ads will run “as-is” if response is not received within 24 hours of proof being sent.

*We reserve the right to reset ads without notice if submitted camera-ready and does not meet our specifications.

Neighborhood	Icon	Print/ Elec	Odd/ Even	Pub Date	# Homes	Zip Code
Quail Run	A1	Elec.	O	15	101	78758
MorningStar	A2	P/E	E	1	119	78628
Chisholm Crossing	A3	P/E	E	1	133	78664
Bradford Park	A4	P/E	O	15	278	78664
Dominion at Great Hills	A5	P/E	M	15	303	78759
Oaklands	A6	Elec.	M	1	320	78681
Springfield	A7	P/E	O	15	538	78747
Austin's Colony	A8	P/E	E	15	808	78725
Jester	A9	P/E	M	1	900	78750
Estates at Settlers Park	A10	Elec.	O	15	916	78665
Hancock	A11	P/E	O	1	1000	78751
Goodnight Ranch	A12	P/E	O	15	1060	78747
River Place	A13	P/E	E	1	1120	78730
Berdoll Farms	A14	P/E	M	15	1181	78617
Cat Hollow	A15	P/E	M	1	1373	78681
Forest Oaks	A16	P/E	O	15	1455	78613
Harris Branch	A17	P/E	E	15	1973	78754

	Sixteenth	Eighth	Quarter	Half	Full	Back Cover
A1 - A6	\$46	\$60	\$98	\$155	\$215	\$265
A5 - A9	\$58	\$80	\$165	\$225	\$320	\$399
A9 - A14	\$69	\$105	\$207	\$275	\$364	\$415
A15 - A16	\$103	\$132	\$201	\$305	\$429	\$499
A17	\$134	\$177	\$260	\$395	\$555	\$650

DISCOUNTS

Resident - 10%

- Must provide address, 3 month minimum

Frequency

- 6 Consecutive Issues 6%
- 12 Consecutive Issues 12%

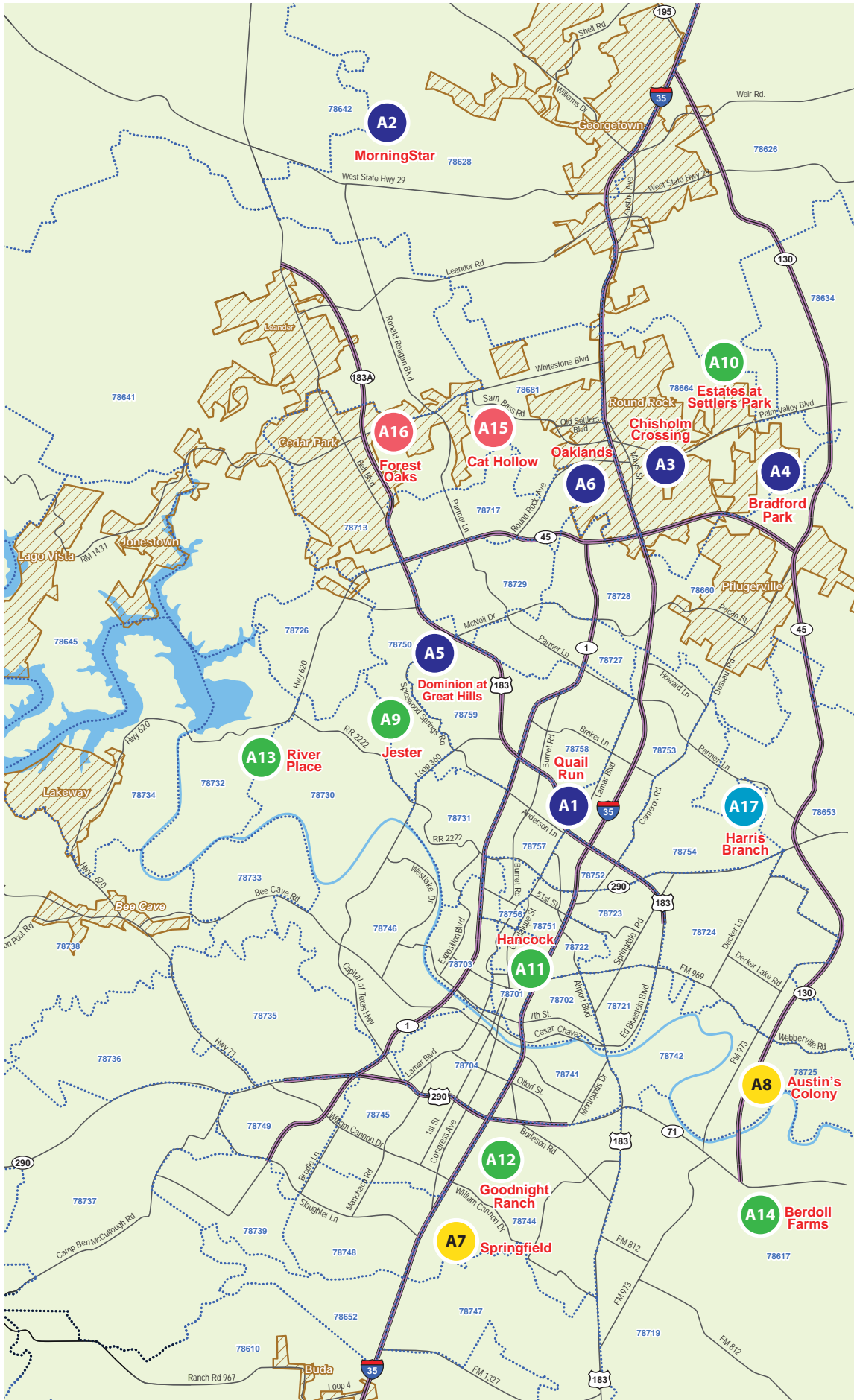
Specialty

- Nonprofit Add 5% to above
- Military Add 5 % to the above
- Chamber Add 5 % to the above

Bulk

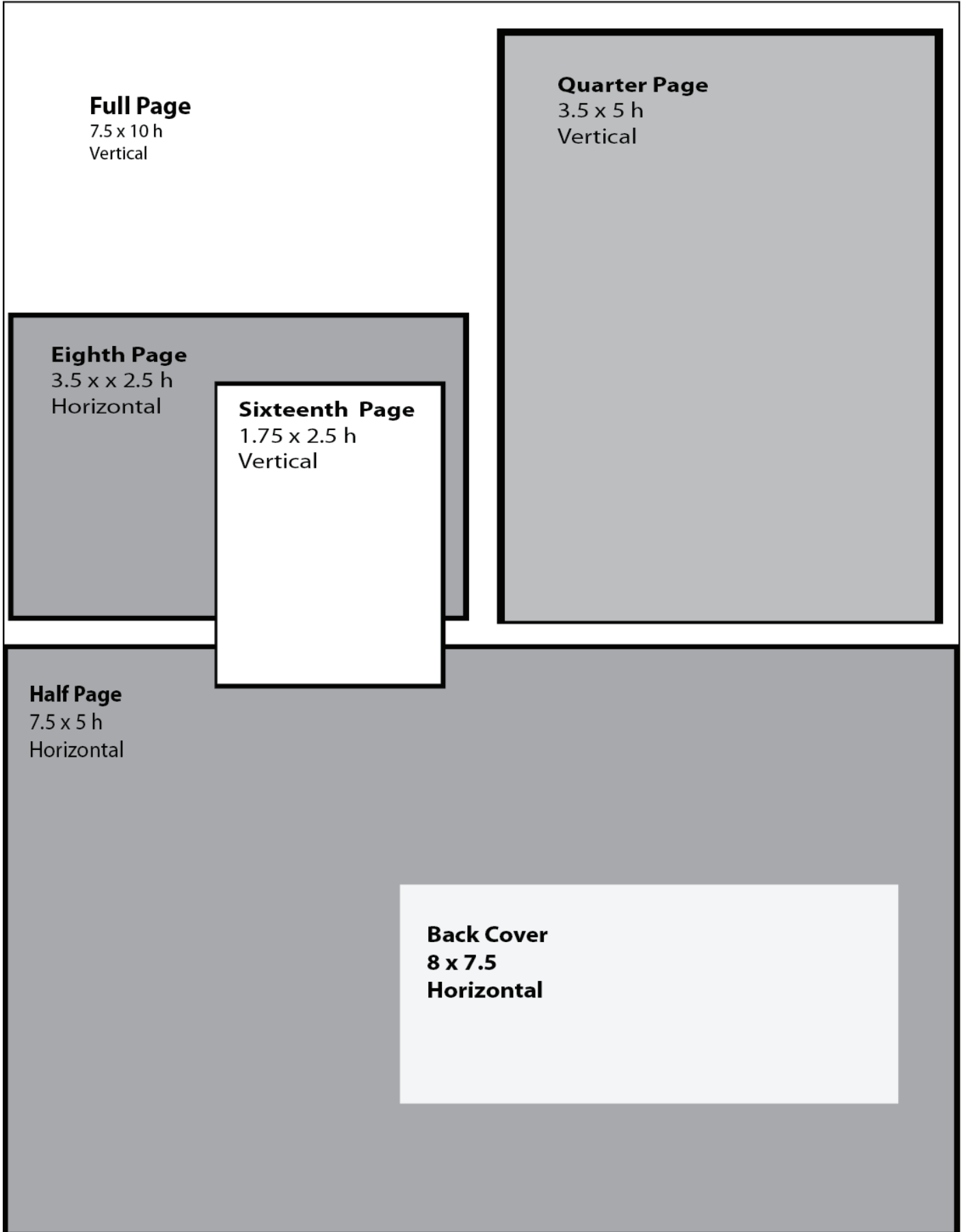
Reach a complete territory or all communities at discounted rates.

CAPITAL CITY AUSTIN



ADVERTISING SPECS & DEADLINES

8.5x11page



ABOUT AUSTIN

33.7
MEDIAN AGE

49.2%
FEMALE

43%
AGES 18 TO 44

40%
MARRIED

90.3%
HIGH SCHOOL OR HIGHER EDUCATION

53.4%
BACHELORS OR HIGHER EDUCATION

48.2% WHITE POPULATION

33.3% HISPANIC POPULATION

\$80,954
MEDIAN HOUSEHOLD INCOME

\$358,600
MEDIAN OWNER OCCUPIED HOME VALUE

Notes:

Lined area for notes, consisting of multiple horizontal lines for text entry.




Neighbors Choice®


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Since 1995



Area Media Kit

AUSTIN

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