

# ADVERTISING MEDIA KIT




## Neighbors Choice®


San Antonio • Austin • Dallas  
Since 1996



## San Antonio/Hill Country

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](mailto:Info@NeighborhoodNews.com)  
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[NeighborsChoice.com](http://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.

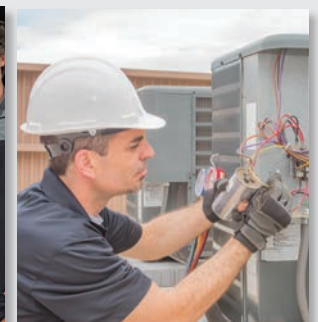
Our products and services have evolved over time, always with the changing needs of communities in mind. You will learn about the different areas in which we can fulfill many of your local advertising goals. Campaign assistance is just a call away. We can help with your placement choices, budget, frequency,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

## Neighborhood Advertising Options

Each newsletter is a 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



## Mass/Electronic Advertising Options

- Neighborhood Coupons
  - 50k Average p/month
  - In ALL current publications; print and online*
- E-Newsletter Sponsorship
  - San Antonio – 7k plus weekly emails
  - National – 25k plus weekly emails
- Neighborhood News Website



# SMALL BUSINESS SERVICES

## Other Design and Business Services

### Graphic Design

- Flyers
- Postcards
- Brochures
- Signage
- *and more!*
- Copies, Color or B & W
- Scanning Services
- Electronic Document Collection & Storage
- Computer Rental
- Meeting Space
- Conference Room

## 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.

## Small Business Starter Website

### Includes:

- Design, Domain Name, 3 pages
  - Custom e-mail address (up to 3)
  - Connection to Facebook & Instagram
  - Includes one form for email collection purposes.
- \*E-commerce capability is not included*

**\$1500.00**

\$49.95 monthly hosting

# ADVERTISING SPECS & DEADLINES

All ads are portions of an 8.5x11 page as indicated. As 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, AI (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

## Discounts

### Resident - 10%

- Must provide address, 3 month minimum

### Frequency

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

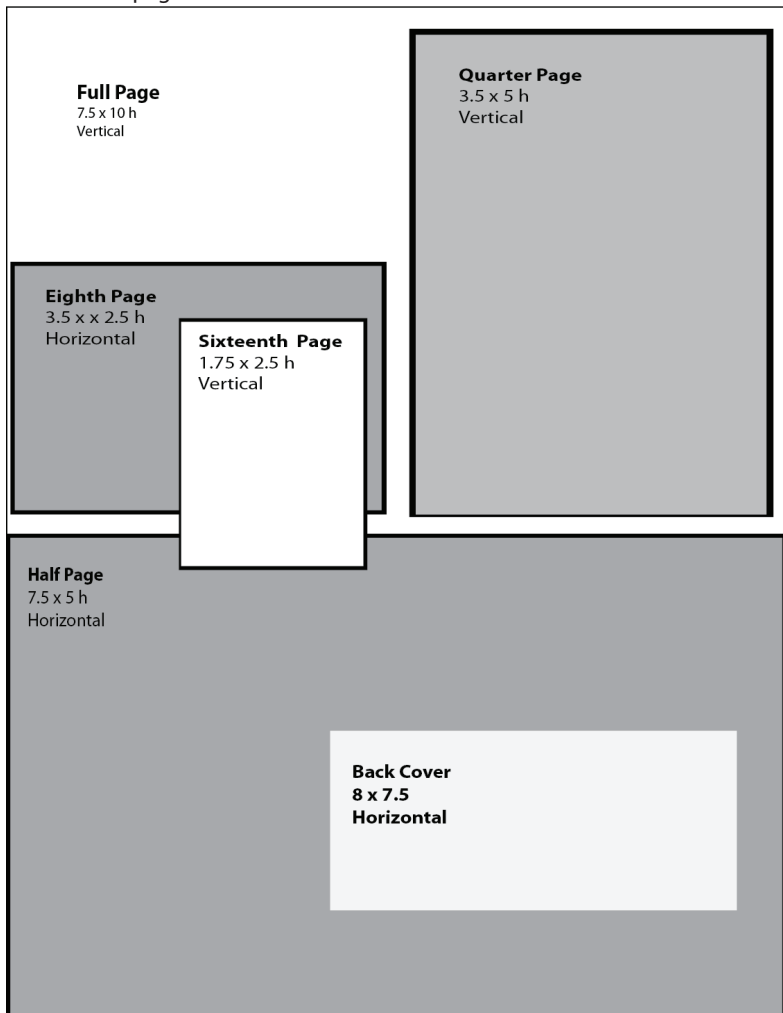
### Specialty

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.

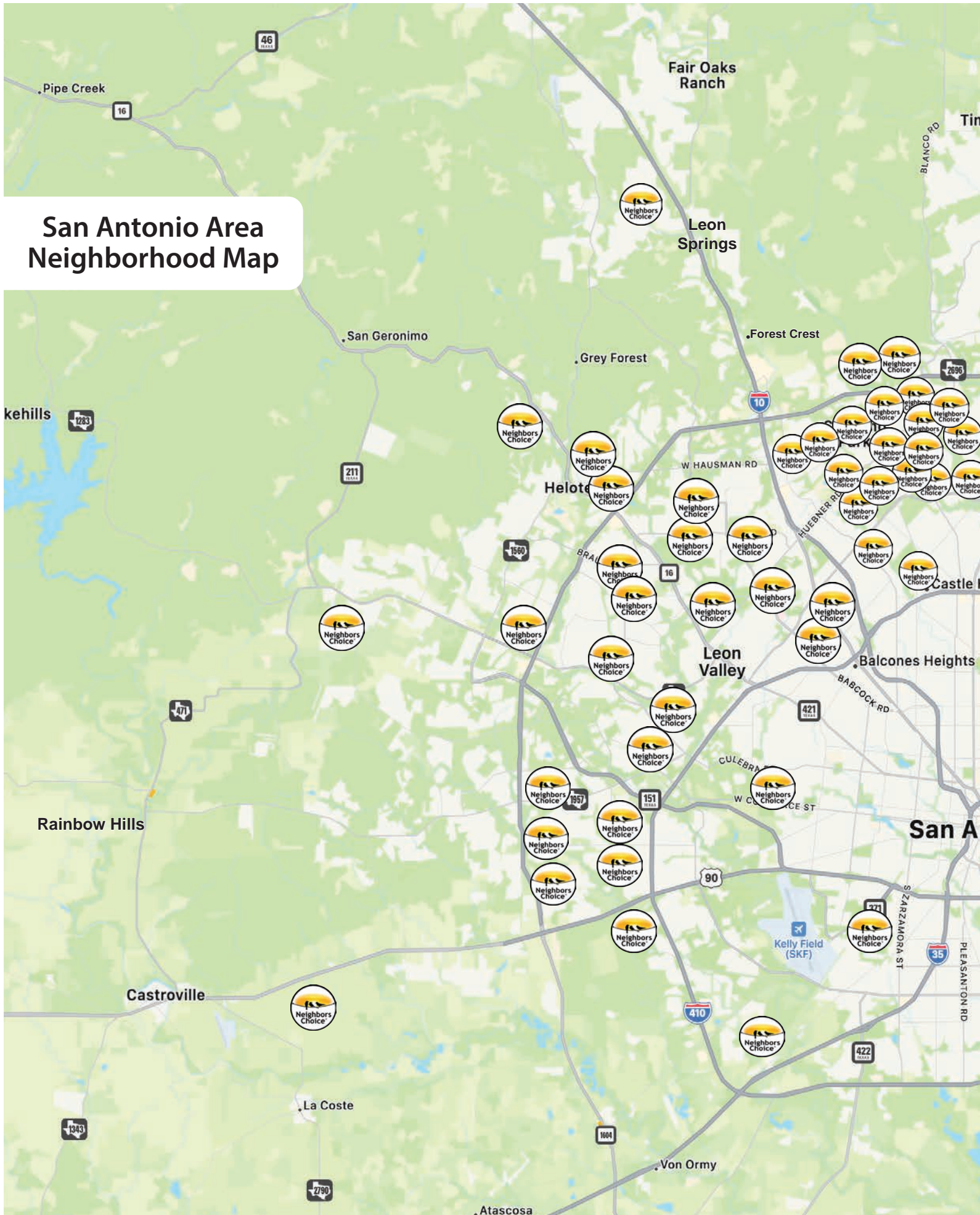
8.5x11page



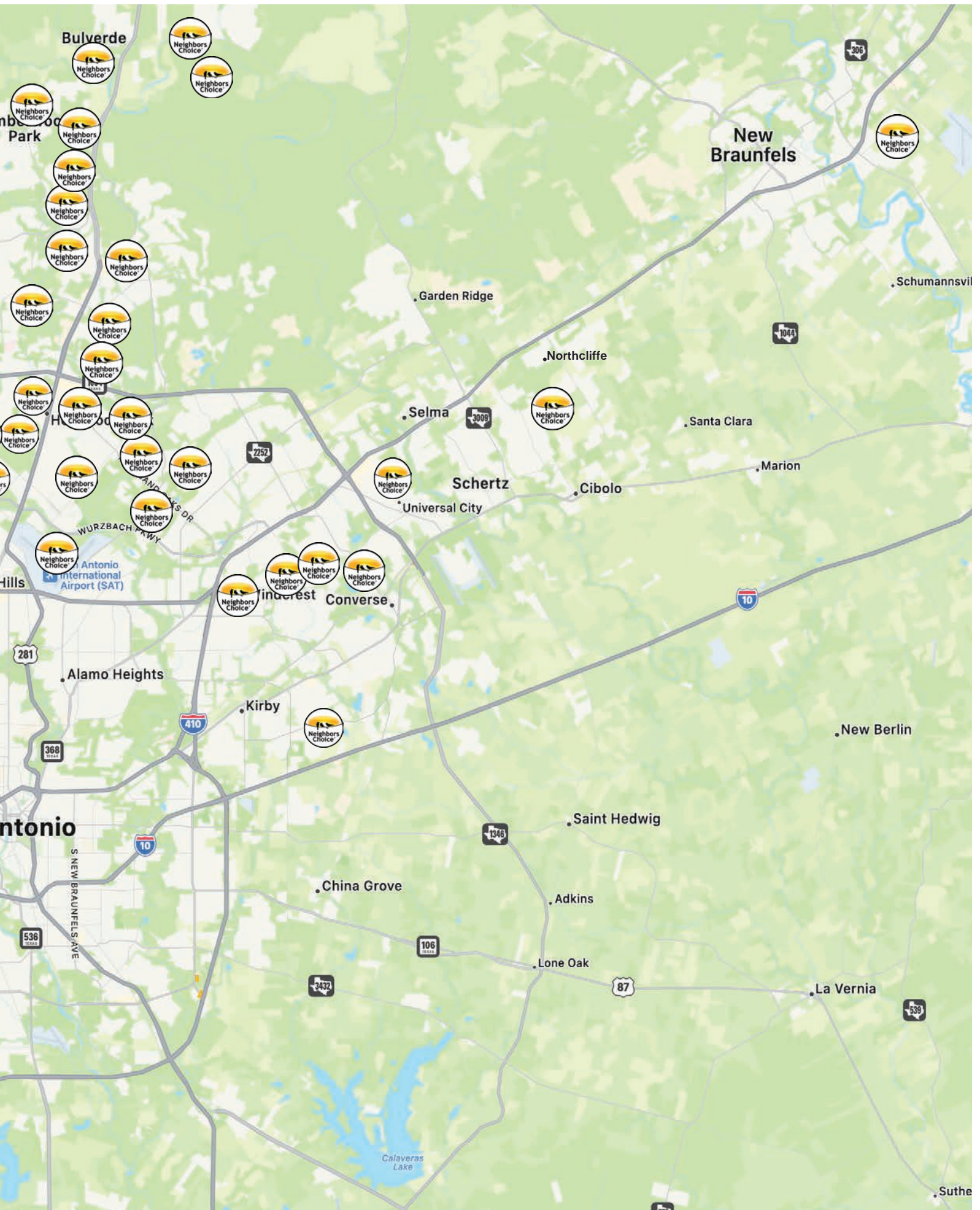




# San Antonio Area Neighborhood Map





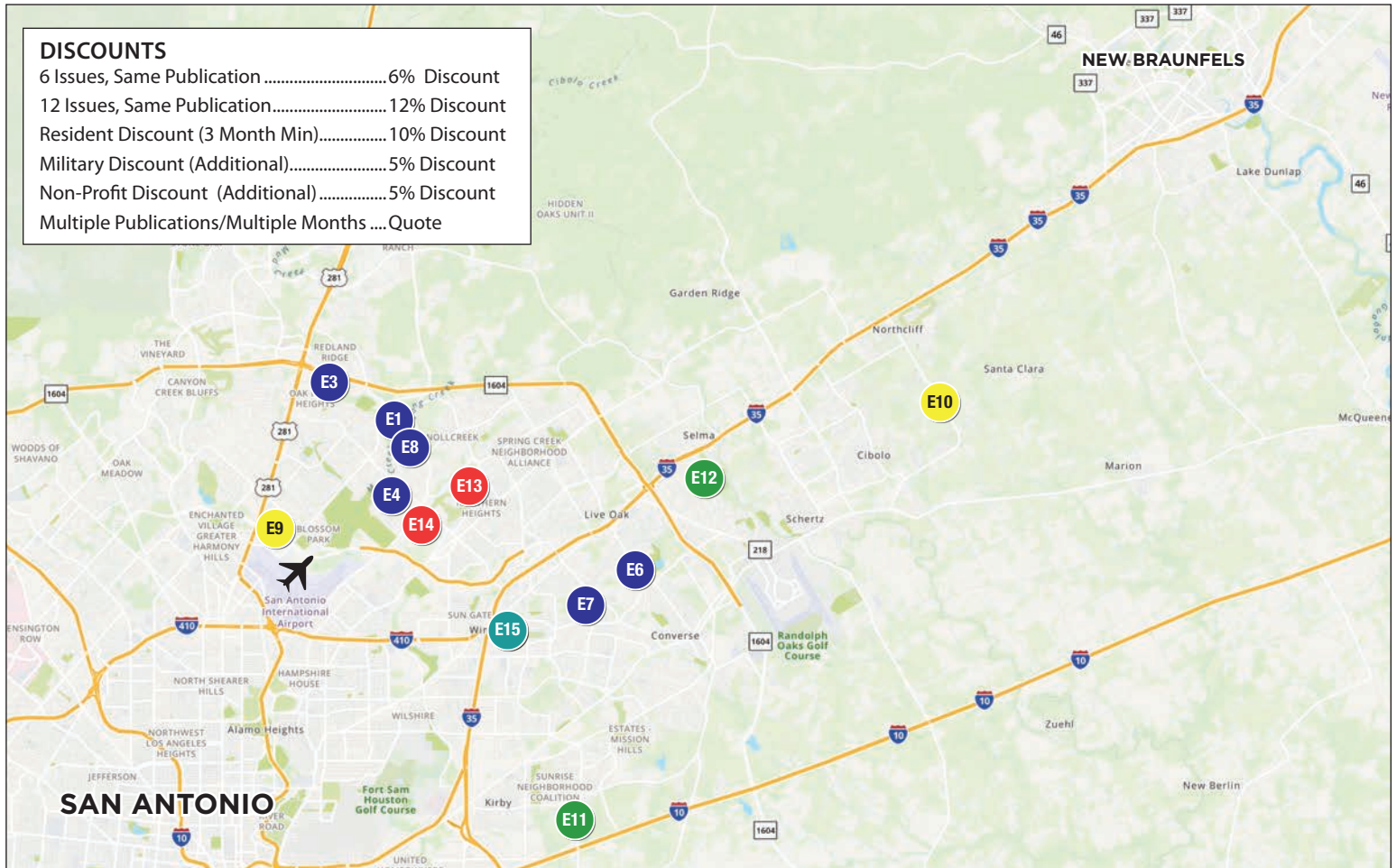




# NORTH EAST SAN ANTONIO

## DISCOUNTS

- 6 Issues, Same Publication .....6% Discount
- 12 Issues, Same Publication..... 12% Discount
- Resident Discount (3 Month Min)..... 10% Discount
- Military Discount (Additional).....5% Discount
- Non-Profit Discount (Additional).....5% Discount
- Multiple Publications/Multiple Months ....Quote



Neighborhood	Icon	Print/Elec	Odd/Even	Pub Date	# Homes	Zip Code
Redland Oaks	E1	P/E	O	15	90	78247
Gold Canyon	E3	Elec.	E	15	226	78232
Hunters Mill	E4	Elec.	E	1	371	78247
Mission Creek	E6	P/E	O	15	422	78223
Crestridge	E7	P/E	E	15	461	78239
Green Spring Valley	E8	P/E	M	1	494	78247
Knoll Creek	E9	P/E	E	15	530	78247
Saddle Creek Ranch	E10	P/E	E	15	581	78108
Horizon Pointe	E11	P/E	E	15	931	78109
Olympia Hills	E12	P/E	M	1	1044	78148
Northern Hills	E13	P/E	E	15	1763	78217
N.C. Thousand Oaks	E14	P/E	E	15	1818	78232
Windcrest	E15	P/E	M	1	2395	78239

	Sixteenth	Eighth	Quarter	Half	Full	Back Cover
E1-E5	\$46	\$60	\$98	\$155	\$215	\$265
E6-E10	\$52	\$73	\$134	\$201	\$260	\$310
E11-E12	\$58	\$80	\$165	\$225	\$270	\$320
E13-E14	\$88	\$105	\$201	\$275	\$364	\$414
E15	\$125	\$195	\$334	\$479	\$660	\$710

The North East territory is defined as East of 281, along 1604 to 35 and both North and South of the I35 corridor.

NE San Antonio is home to many military personnel as Fort Sam Houston, Randolph AFB, Martindale AAF, (Texas National Guard) and further south, Brooks City Base, are in this area.

This strong military presence has made San Antonio the center for growth in the aerospace, healthcare, and cyber security industries. San Antonio has also seen a 29% increase in STEM job growth since 2001, three times that of the national average.

Median income is around 70k with an average age of 35. East San Antonio has over 118,000 residents with housing averaging at 180k.

Major employers include: Joint Base San Antonio, Rackspace, NEISD

## Notes:

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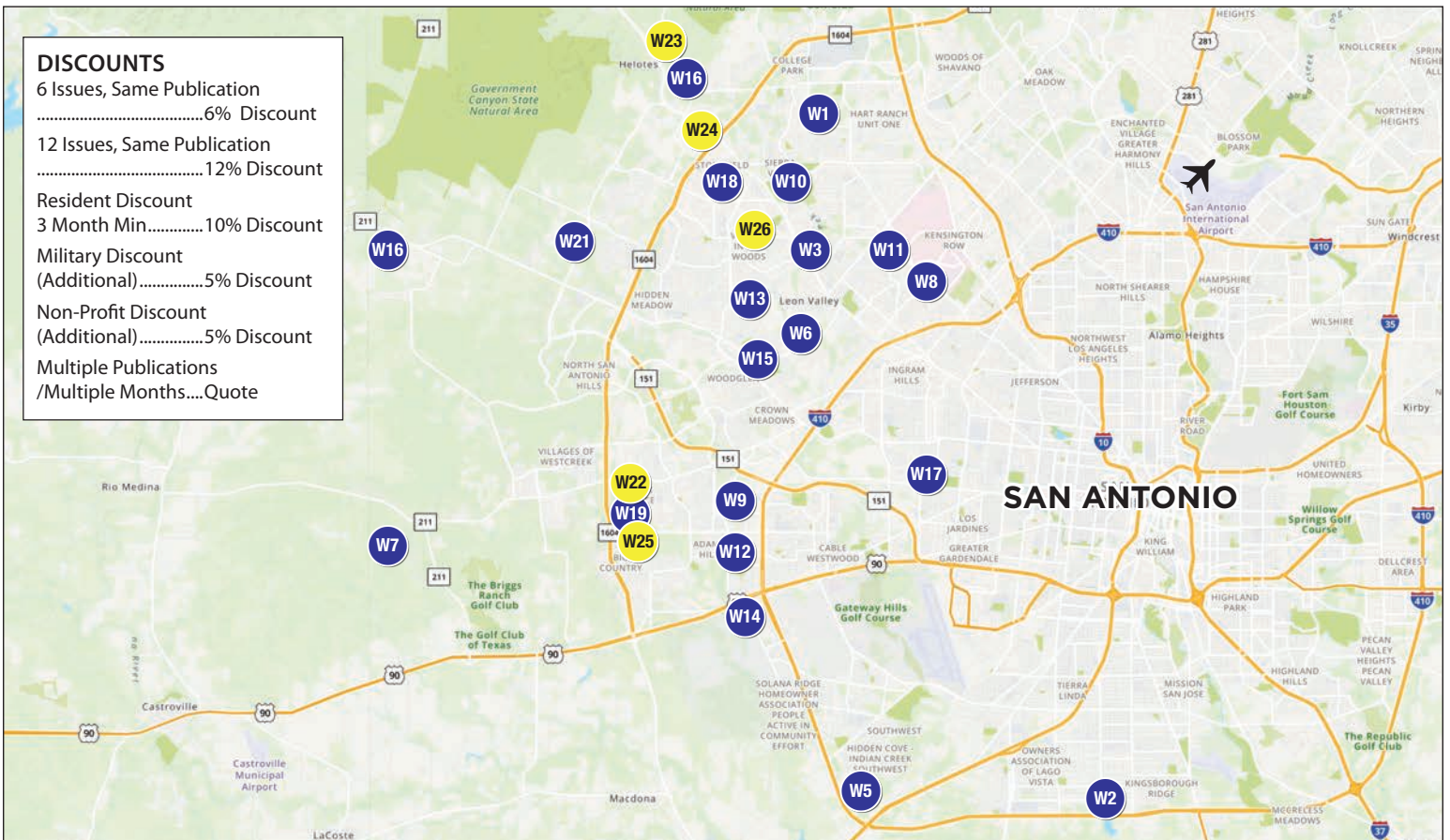
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# NORTH WEST SAN ANTONIO



## DISCOUNTS

- 6 Issues, Same Publication .....6% Discount
- 12 Issues, Same Publication ..... 12% Discount
- Resident Discount  
3 Month Min..... 10% Discount
- Military Discount  
(Additional).....5% Discount
- Non-Profit Discount  
(Additional).....5% Discount
- Multiple Publications  
/Multiple Months....Quote

Northwest San Antonio is the location of the main campus of USAA, the University of Texas at San Antonio, the University of Texas Health Science Center, and the Northwest Campus of the University of the Incarnate Word, which includes the Rosenberg School of Optometry. The Medical Center District is also located in Northwest Side. Companies with headquarters in the area include Valero and NuStar Energy.

NW San Antonio contains approximately 175,191 residents with an average age of 33 years. Average home prices in this area run 215k.

Major employers include USAA, South Texas Medical Center, Alamo Area Colleges, and UTSA and the UT Health Science Center.

## Notes:

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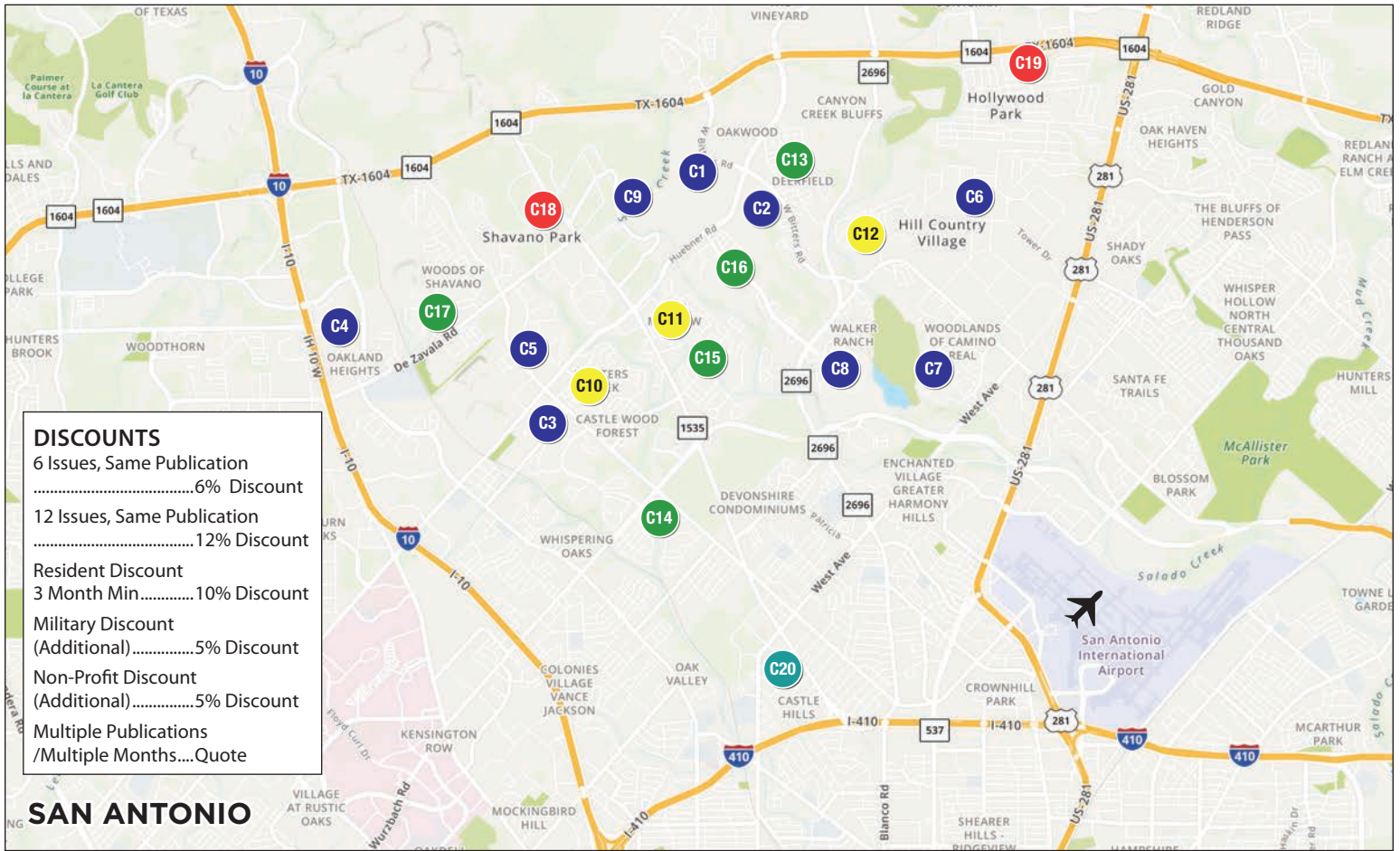


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Neighborhood	Icon	Print/ Elec	Odd/ Even	Pub Date	# Homes	Zip Code
Overlark at Carriage Hills	W1	Elec.	O	15	116	78211
Pleasanton Fams	W2	P/E	O	15	116	78211
Bluffs at Westchase	W3	Elec.	O	15	160	78240
Carmona Hills	W5	Elec.	O	15	173	78252
Lindsey Place	W6	P/E	O	15	200	78251
Texas Research Pk	W7	P/E	O	15	208	78254
Retreat at Oak Hills	W8	P/E	O	1	224	78240
El Sendero	W9	Elec.	E	15	238	78245
Oak Bluff	W10	Elec.	O	1	243	78251
Eckhart Crossing	W11	P/E	E	1	249	78240
Westbury Place	W12	P/E	E	15	265	78245
Oak Crest	W13	Elec.	O	15	281	78250
Stablewood	W14	P/E	E	1	305	78227
Westover Place	W15	Elec.	O	1	347	78245
Falcon Landing	W16	P/E	E	15	367	78253
Canterbury Farms	W17	P/E	E	15	400	78228
Finesilver Ranch	W18	P/E	E	1	401	78254
Caracol Creek	W19	P/E	O	15	428	78253
Cedar Springs	W20	P/E	M	1	485	78023
CrossCreek	W21	P/E	E	15	493	78254
Trophy Ridge	W22	P/E	M	15	533	78245
Fossil Springs Ranch	W23	P/E	O	15	542	78023
Guilbeau Park	W24	P/E	O	1	567	78250
Wolf Creek	W25	P/E	E	1	568	78245
Braun Station East	W26	P/E	O	1	590	78254

	Sixteenth	Eighth	Quarter	Half	Full	Back Cover
W1-W16	\$46	\$60	\$98	\$155	\$215	\$265
W17-W26	\$52	\$73	\$134	\$201	\$260	\$310

# NORTH CENTRAL SAN ANTONIO



Neighborhood	Icon	Print/Elec	Odd/Even	Pub Date	# Homes	Zip Code
The Heights	C1	P/E	E	1	115	78248
Deer Hollow	C2	P/E	E	15	218	78248
Hunters Creek North	C3	P/E	E	15	238	78230
Oakland Heights	C4	Elec.	E	15	258	78249
Shavano Ridge	C5	P/E	E	1	348	78230
Hill Country Village	C6	P/E	M	1	400	78232
Bluffview	C7	P/E	M	15	414	78216
Vista Del Norte	C8	P/E	M	1	420	78216
Inwood	C9	P/E	E	15	474	78248
Hunters Creek	C10	P/E	M	1	564	78230
Oak Meadow	C11	P/E	M	1	600	78231
Hidden Forest	C12	P/E	M	1	666	78232
Deerfield	C13	P/E	M	1	701	78248
Whispering Oaks	C14	P/E	O	1	738	78230
Castle Hills Forest	C15	P/E	O	1	824	78231
Churchill Estates	C16	P/E	M	1	859	78248
Woods of Shavano	C17	P/E	M	1	1089	78249
Shavano Park, City of	C18	P/E	M	1	1247	78231
Hollywood Park	C19	P/E	M	15	1301	78232
Castle Hills, City of	C20	P/E	O	1	2133	78213

	Sixteenth	Eighth	Quarter	Half	Full	Back Cover
C1-C5	\$46	\$60	\$98	\$155	\$215	\$265
C6-C12	\$52	\$73	\$134	\$201	\$260	\$310
C13-C17	\$58	\$80	\$165	\$225	\$270	\$320
C18-C19	\$88	\$105	\$201	\$275	\$364	\$414
C20	\$125	\$195	\$334	\$479	\$660	\$710

North Central San Antonio is defined as Inside Loop 1604 with Interstate 281, IH10 and Loop 410 as borders.

The neighborhoods in this area are mostly well-established upscale properties. The average resident may be in the mid 40's with children in high school or college.

Average income for residents in this area is \$78,619 per year. Home prices average at around \$300k.

**Notes:**

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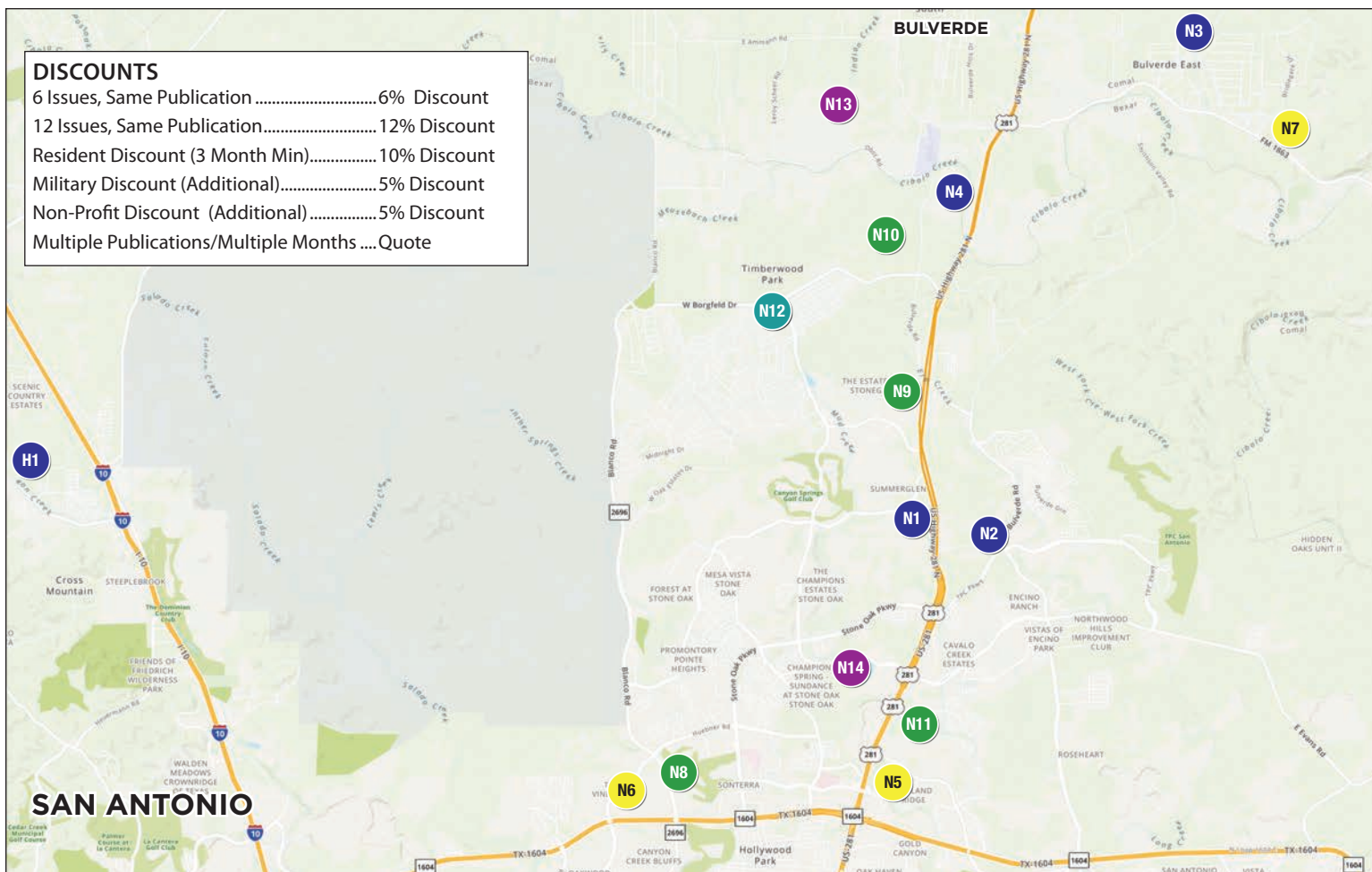
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# NORTH SAN ANTONIO/HILL COUNTRY

## DISCOUNTS

6 Issues, Same Publication .....	6% Discount
12 Issues, Same Publication.....	12% Discount
Resident Discount (3 Month Min).....	10% Discount
Military Discount (Additional).....	5% Discount
Non-Profit Discount (Additional).....	5% Discount
Multiple Publications/Multiple Months ....	Quote



North San Antonio is one of the fastest growing and most upscale areas in San Antonio. The territory is North of 1604, West of 281 and further North.

TPC San Antonio, Stone Oak, City of Bulverde and Timberwood Park are all in this area. Median income for residents in this area is \$120k per year. Median home prices in this area are about \$350k.

In addition to the San Antonio Medical Center in Northwest San Antonio, this area hosts The North Central Baptist Hospital, the Methodist Hospital Stone Oak and a myriad of other medical facilities.

There is a large variety of shops, restaurants and other entertainment or fitness facilities.

## Notes:

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Neighborhood	Icon	Print/Elec	Odd/Even	Pub Date	# Homes	Zip Code
Estates at Arrowhead	N1	P/E	Quarterly	15	154	78258
Stratford at Bulverde Village	N2	P/E	E	1	233	78258
Comal Trace	N3	P/E	M	1	272	78163
Summit Mutual Amenities	N4	P/E	E	1	285	78258
Redland Woods	N5	P/E	E	15	557	78259
Rogers Ranch	N6	P/E	E	1	642	78258
Oak Village North	N7	P/E	M	1	670	78260
The Vineyard	N8	P/E	M	1	779	78258
Mountain Lodge	N9	P/E	E	15	962	78258
Kinder Ranch	N10	P/E	E	15	987	78260
Encino Park	N11	P/E	M	1	1024	78259
Timberwood Park	N12	P/E	M	15	2819	78260
Bulverde, City of	N13	P/E	M	1	8580	78163
Stone Oak	N14	P/E	M	15	9457	78258
<b>Hill Country Location</b>						
Serene & Scenic Hills Estates	H1	Elec.	E	1	208	78255

	Sixteenth	Eighth	Quarter	Half	Full	Back Cover
N1-N5, H1	\$46	\$60	\$98	\$155	\$215	\$265
N6-N8	\$52	\$73	\$134	\$201	\$260	\$310
N9-N11	\$58	\$80	\$165	\$225	\$270	\$320
N12	\$125	\$195	\$334	\$479	\$660	\$710
N13-N14	\$156	\$219	\$335	\$509	\$690	\$740




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Since 1995



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