

NEIGHBORS

On the Web at <http://www.CassNeighbors.com>

A Cass County Newspaper distributed in Dowagiac, Cassopolis, Edwardsburg, Vandalia, Jones, Marcellus, Decatur, Union, Sister Lakes, Three Rivers, Elkhart and Mishawaka, with home delivery at Diamond, Eagle, Birch, Corey, Donnell, Indian, Magician, Shavehead, Baldwin, Long, Dewey, Cable, Juno, Christiana, Painter, Paradise, Stone, Buck, Lewis, Big & Little Twin and Bair Lakes

Thank you for your interest in NEIGHBORS. Here is our 2011 Media Kit:

General Information:

Neighbors is a FREE, community-oriented newspaper that is published and distributed during the first week of each month from March through December in Cass County, Michigan, a rural county approximately 30 miles northeast of South Bend, Indiana, and approximately 30 miles southwest of Kalamazoo, Michigan. Neighbors was founded in 2004 by Fred Stein and Phil Vitale. It is operated from offices at 102 S. Broadway in Cassopolis, MI 49120. The main telephone number is (269) 445-9200. The advertising manager can be reached at (269) 228-1080.

Neighbors is on the Internet at www.CassNeighbors.com!

Circulation:

Circulation of Neighbors varies by month (based on seasonal population) and ranges from a low of 5,500 (in December, for example) to a high of 8,000 (during the peak summer months).

Included in this circulation, Neighbors is delivered via US mail to nearly 3,000 homes on the following lakes: Diamond, Eagle, Birch, Corey, Donnell, Indian, Magician, Shavehead, Long, Baldwin, Dewey, Cable, Painter, Juno, Christiana, Stone, Paradise, Buck, Lewis, Big & Little Twin, and Bair. Additional mail delivery of Neighbors also reaches various community government, business and civic leaders.

The remainder of the newspapers are distributed at restaurants and taverns, retail stores, beauty salons, gas stations, real estate offices, marinas, banks, libraries, fitness and senior citizens centers, health care facilities and other public venues in and around Cass County (a portion of the newspapers are distributed in neighboring areas of surrounding counties).

Advertising and Demographics:

Neighbors is a "targeted" publication oriented to reach the area's most lucrative niche markets. Direct delivery by US mail to the homes on the area lakes reaches the most desirable demographics, representing maximum population density, expendable income and available leisure time. Our readers own or rent property on these lakes. Many of our readers are non-resident property owners who spend at least a portion of the season enjoying their summer homes and cottages — many of which are valued well over \$1 million in value (property on several of the lakes commands prices over **\$10,000 per front foot!**).

As the only countywide newspaper with a 50% advertising:50% editorial ratio, Neighbors has exceptional readership, high pass-along and excellent "shelf life" among visitors and residents.

Advertising rates and ad sizes (mechanical specifications) are attached.

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Editorial Content:

The editorial content of **NEIGHBORS** is largely geographically specific, with information on community events, schools, churches and public facilities.

Regular monthly news may include items of interest from county government, news from the lakes and towns, and an extensive calendar of regional events.

Feature stories often cover topics of interest to the community, and might include subjects like area parks, summer recreation, local environmental concerns, community agencies and governmental departments, and nearby attractions of interest to readers.

Columns by local writers can feature information on upcoming events at the county's libraries, county health department information, fitness and health, the local arts community, genealogy and history, recreation and the outdoors, children and education, computers, travel, landscaping and yard care, local recipes and area business.

Editorial content is approximately 50 percent of the newspaper's content every month.

Production Information:

The number of pages every month is determined by the amount of advertising sold. **NEIGHBORS** is produced with high-quality (300 dpi resolution) 4-color-process images. It is printed on an off-set Web press by The Papers Inc., of Milford, Indiana.

Contact Information:

Mail:

Neighbors
102 So. Broadway
Cassopolis, MI 49031

Phone:

General and Editorial: **(269) 445-9200**
Advertising: **(269) 228-1080**

e-mail:

sailorphil@philvitale.com
jack@beanstalk.net

Internet address: <http://www.CassNeighbors.com>

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2011 ADVERTISING RATES

AD SIZE	ONE TIME		ALL SUMMER (5 times, May through Sept.)		BEST BUY! Buy an ad in all 10 issues and pay this each month	
	ADVERTISING COST — PER MONTH				B&W	COLOR
	B&W	COLOR	B&W	COLOR		
Full Page	825	925	750	850	675	775
1/2 Page	480	565	435	515	380	450
1/4 Page	275	325	245	300	200	250
1/8 Page	155	185	135	165	110	140
Business Card*	50	65	40	55	35	50

BONUS SAVINGS— Pay in advance for your five-time or full-year contract and receive an additional 10% discount immediately.

*Business Card rate is based on scanned business card with no changes; if changes are required, one-time rate will be charged.

INSERTS

(ONE-PAGE PRE-PRINTED INSERT) LAKES ONLY FULL CIRCULATION
 14.5 cents/paper delivered 7.5 cents/paper delivered

Insert production and printing available ... call for details. For multi-page or folded inserts, call for rates

DISPLAY ADVERTISING — MECHANICAL SPECIFICATIONS (AD SIZES — WIDTH X HEIGHT)

Full Page	10-1/4" x 15-3/4"
1/2 Page	10-1/4 " x 7-1/2"
1/4 Page Vertical	5" x 7-1/2"
1/4 Page Horizontal	10-1/4" x 3-5/8"
1/8 Page	5" x 3-5/8"
Business Card	3-1/3" x 1-3/4"

PLACEMENT on a specific page or location on a page is not guaranteed unless purchased in advance. Call for pricing.

COLOR advertising is printed using the standard 4-color process (no Pantone colors).

BLACK & WHITE Ads and BLACK TEXT IN COLOR ADS should be produced as "black only." Black type produced using a combination of colors may blur in the final print. IMAGES — Images used in ads should be a minimum of 300 dpi at final printed size.

ADVERTISING DEADLINE IS THE THIRD FRIDAY OF THE PRECEDING MONTH

To advertise, call (269) 445-9200 or (269) 228-1080