

Now in our 7th Year!

2010 Media Kit

# NEIGHBORS

<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

## General Information:

Neighbors is a FREE, community-oriented newspaper 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 office can be reached by phone at (269) 445-9200 and (269) 228-1080.

Neighbors is available on the Internet at [www.CassNeighbors.com](http://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 public locations like restaurants, retail stores, beauty salons, gas stations, marinas, banks, libraries, senior citizens centers, health care facilities and other public venues — a portion of these newspapers are distributed in surrounding counties.

Neighbors is also distributed via email to a growing number of readers who can view the contents of current and past editions from anywhere they have an Internet connection.

## 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 22 area lakes reaches the most desirable demographics representing maximum population density, spendable income and available leisure time. A large number of our readers are non-resident property owners who spend at least a portion of the year in their Cass County “second homes” — many of which are valued well over \$1 million in value (property on several area lakes commands prices over **\$10,000 per front foot!**).

As the only countywide newspaper with a 50% advertising / 50% editorial mix, 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 county government, news from the lakes and towns, and an extensive calendar of regional events of interest.

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

Regular columns by local writers 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, 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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## 2010 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

	<b>LAKES ONLY</b>	<b>FULL CIRCULATION</b>
(ONE-PAGE PRE-PRINTED INSERT) .....	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**