

**SERVING CASS COUNTY FOR 21 YEARS**

**2024 Media Kit**

# 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

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

## **General Information:**

Neighbors is a FREE community-oriented newspaper that is published and is usually distributed during the first week of every month from March through November in Cass County, Michigan and select surrounding areas. Cass County is on the Michigan/Indiana state line, approximately half way between South Bend, Indiana and Kalamazoo, Michigan. Neighbors was founded in 2004 by Fed Stein and Phil Vitale. Neighbors' mailing address is 21308 Sail Bay Dr., Cassopolis, MI 49031. Editor Phil Vitale can be reached at (269) 476-1680. Advertising and Business Manager Fred Stein can be reached at (269) 228-1080.

Neighbors is online at <http://www.CassNeighbors.com>.

## **CIRCULATION:**

Neighbors' circulation varies by month based on seasonal population shifts, and ranges to a high of 6,000 during the peak months of summer when non-resident, lake-property owners are present. Included in the circulation is US Postal delivery to about 3,000 homes on the following area lakes: Diamond, Eagle, Birch, Corey, Donnell, Indian, Magician, Shavehead, Long, Baldwin, Dewey, Cable, Painter, Juno, Christiana, Stone, Paradise, Buck, Lewis, Big and Little Twin, and Bair. Additional mail delivery reaches various community government, business and civic leaders and most Neighbors' advertisers. Neighbors is also widely distributed at restaurants and bars, retail stores, beauty salons, gas stations, real estate offices, marinas, banks, libraries, fitness and senior centers, health care facilities and other public venues across the area.

## **ADVERTISING AND DEMOGRAPHICS:**

Neighbors is a "targeted" publication designed to reach the area's most lucrative niche market. The direct delivery by the US Postal Service reaches the maximum population of home owners with expendable income and available leisure time. Many of our readers are non-residents who own or rent seasonal homes that are often valued well over \$1,000,000 (properties on several of the lakes command prices over \$10,000/ lakefront foot).

As the only county-wide newspaper in Cass County, Neighbors maintains a balance of at more than 50 percent news compared to advertising. The paper has exceptional readership, high pass-along and excellent "shelf life" among residents and visitors.

## **TO CONTACT US:**

Neighbors can be reached by mail at 21308 Sail Bay Dr., Cassopolis, MI 49031, by phone at (269) 476-1680 (editorial), or (269) 228-1080 (advertising and business), or by email at [sailorphil@philvitale.com](mailto:sailorphil@philvitale.com) or [Brazilstein@gmail.com](mailto:Brazilstein@gmail.com).

**CURRENT AND PAST EDITIONS OF NEIGHBORS ARE ARCHIVED ONLINE AT**

**<http://www.CassNeighbors.com>**

**2024 Neighbors advertising rates and sizes**

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## 2024 Advertising Rates

### ADVERTISING COST PER MONTH\*

\*Buy an ad in all 9 issues and pay the **BEST BUY RATE** each month

AD SIZE.....	OPEN RATE .....	BEST BUY
Full Page .....	970 .....	900
1/2 Page .....	575 .....	490
1/4 Page .....	380 .....	320
1/8 Page .....	250 .....	200
Business Card* .....	65 .....	50

**BONUS SAVINGS**— Pay in advance for your 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, a one-time rate may be charged.

### INSERTS

#### FULL CIRCULATION

(ONE-PAGE PRE-PRINTED INSERT)..... 11 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 (CMYK) process** (no Pantone or "spot" colors).

**IMAGES** — Images used in ads should be a minimum of **300 dpi at final size**.

**ADVERTISING DEADLINE IS THE THIRD FRIDAY OF THE MONTH BEFORE PUBLICATION**

**To advertise, call Fred Stein at (269) 228-1080**