

WHO WE SERVE

Southern Neighbor has a readership of more than 50,000 residents, business owners, and visitors of Greater Chapel Hill in more than 50 neighborhoods, including Fearington Village, Governors Club, MacGregor Downs, Meadowmont, The Oaks, The Reserve, and Southern Village. The median household income for 90% of our service area is \$100,000.* Southern Neighbor is a unique publication — the first of its kind to link these neighborhoods with the latest news, views and information.

*US Postal Service Mail Carrier Records

DISTRIBUTION

Southern Neighbor is distributed free each month to more than 25,000 homes in 50 neighborhoods. Also look for our 4-color newspaper at more than 50 local organizations and businesses. We increase our circulation by about 4,000 copies per year.

WHO WE ARE

Southern Neighbor was awarded the small business of 2005 by the Chapel Hill - Carrboro Chamber of Commerce. Southern Neighbor brings news of local business to residents, reaching more than 50,000 readers in the upscale, close-knit communities of greater Chapel Hill. Advertising with Southern Neighbor ensures you have an exclusive audience with this market. Additionally, Southern Neighbor staff play a key role advocating for small businesses in the community through campaigns such as Buy Local, small business spotlights, business profiles and an excellent relationship with the Chapel-Hill Carrboro Chamber of Commerce.

*Bringing Together the
Neighborhood Communities of
Greater Chapel Hill, Durham,
Pittsboro, Carrboro, Cary
and Hillsborough*

OUR NEIGHBORS

BERRYHILL	HUNDRED OAKS
BRIARCLIFF	HUNTERS RIDGE
CEDAR HILLS	HUNTS RESERVE
CHANCELLORS RIDGE	IRONWOODS
CHANDLERS GREEN	KENT WOODLANDS
CHESLEY	KIRKWOOD
CHURTON GROVE	LAKE HOGAN
COBBLE RIDGE	LAUREL HILLS
COLVARD FARMS	LAUREL SPRINGS
CREEKWOOD	LYSTRA WOODS
CULBRETH RIDGE	MACGREGOR DOWNS
DOGWOOD ACRES	MEADOWMONT
DOWNING CREEK	MORGAN CREEK HILLS
FALCONBRIDGE	NORTH HAVEN
FARMINGTON HILLS	THE OAKS
FEARRINGTON VILLAGE	PARKSIDE
GOVERNORS CLUB	THE PRESERVE
GOVERNORS FOREST	THE RESERVE
GOVERNORS PARK	SILVER CREEK
GOVERNORS VILLAGE	SOUTHBRIDGE
HARDSCRABBLE	SOUTHERN VILLAGE
HERITAGE HILLS	STONERIDGE/SEDFIELD
HIDDEN HILLS	TIMBERLYNE

"We've gotten more response from the Southern Neighbor ad than from any other publication. People all the time are saying that they saw us in Southern Neighbor."

— Small business advertising 4 months

southern  **NEIGHBOR**

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southern NEIGHBOR

*Bringing News of Local Business to the
Neighborhoods of Greater Chapel Hill*



*smart
advertising
decisions*

AD RATES

Ad Art Due By 9th

	Spot Color Open Rate	Full Color Open Rate	3-7 mos consecutively 8-12 mos consecutively x2
Bus Card	\$110	\$145	(-\$5)
Sm Dollar	\$175	\$250	(-\$5)
Index	\$200	\$275	(-\$5)
Lg Dollar	\$290	\$365	(-\$10)
Quarter	\$395	\$470	(-\$10)
3/8 Pg	\$490	\$565	(-\$10)
Half Pg	\$780	\$855	(-\$20)
Full Pg	\$1135	\$1285	(-\$40)

PREMIUMS & DISCOUNTS

A premium will be charged for placement requests and guaranteed positions on specific pages including the back page as well as any other page in the issue.

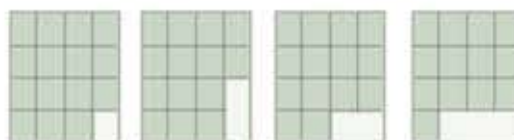
For consecutive multi-month contracts a discount off the open rate is allowed, assuming the number of ad revisions is limited. If you have a discounted rate and you don't complete your contract your final bill will add back in the discount up to the open rate. All rates are net.

Payment for the initial month is expected by credit card or check with your reservation. Balances unpaid after 30 days will incur interest of 1 1/2% per month. Additional discounts are allowed for prepaid contracts and/or if a credit card is kept on file to charge monthly.

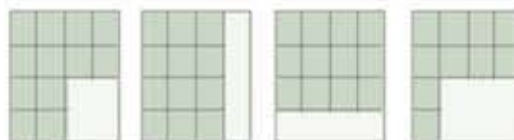
"Quick reaction! The first month my ad and article appeared in Southern Neighbor within days I got two new walk-in clients for my brokerage firm."

– Broker, advertising 4 months

AD DIMENSIONS



Business Card 2.4"x 2.9" 7.06 sq in
Small Dollar 2.4"x 6.1" 14.73 sq in
Index Card 5.1"x 2.9" 14.87 sq in
Large Dollar 7.7"x 2.9" 22.67 sq in



Quarter Page 1 5.1"x 6.1" 31 sq in
Quarter Page 2 2.4"x 12.5" 30 sq in
Quarter Page 3 10.4"x 2.9" 30.16 sq in
3/8 Page 1 7.7"x 6.1" 46.97 sq in



3/8 Page 2 5.1"x 9.25" 47.17 sq in
Half Page 1 10.4"x 6.1" 63.44 sq in
Half Page 2 5.1"x 12.5" 63.75 sq in
Full Page 10.4"x 12.5" 130 sq in

FRONT PAGE ADVERTISING

Advertising is available on the front cover of each issue as a strip ad at the bottom of the page or as an adhesive patch or post-it note. Ask your sales representative for a price quote.

"People have been reading my Southern Neighbor ad! I now have more prospective tenants for my Southern Village offices than I have office spaces."

– Real estate developer advertising 8 months

DEADLINES & CANCELLATION POLICIES

Ad content for new ads and revisions is due on the 9th of the month to avoid late charges. Receipt of your ad content is a commitment to run your ad in our next issue. Space is saved when your information is received and cancellation will incur a cost to you of 50% of the ad fee if notice of cancellation is received later than the 18th of the month.

DEADLINES

Ad Copy/Art Due	9th
Distribution Date	1st-5th
No. cancellations Past	18th

AD SET UP

Only the initial ad set up is complimentary. Fees for ad changes after the first month are based on ad change frequency and length of contract. More than two proofs for the initial ad or any ad changes over the number allowed by your contract will carry an additional charge. Conceptual ad design will require using an outside graphic designer.

INSERTS/POST IT ADS/WEB

Preprinted one page inserts are 10 cents per piece into the entire circulation and an additional \$50 for insertion into only part (2000 minimum) of the circulation. We can have the insert (5000+) or post-it note ad for the cover (2000+) produced for an additional 11 cents per piece. The production rate for the insert is for doublesided full color on brochure stock. Ask your sales representative for neighborhood grouping resident counts. Your sales representative can quote you for online advertising opportunities and partnerships including publication of articles online.