



NorthStone Neighbors Magazine

Advertising and Editorial Opportunities

About Us

NorthStone Neighbors is a bi-monthly (every other month) publication that combines relevant news from residents, the NorthStone Country Club, and the NorthStone HOA. We are unique in that we have remained as an independent publication, and are not affiliated with N2 Publishing, the national chain that publishes community magazines. As such, our strong relationship with the Country Club and the HOA allows us to deliver more community focused news, which increases our readership. In addition, we've preferred to limit our ad space in each issue so that our advertisers aren't competing with so many competitors for visibility. NorthStone Neighbors is published by Message in a Mailbox, owned by NorthStone resident and Club Member, Kary Gregor.

Demographics and scope

NorthStone is Lake Norman's largest country club community, with 996 homes. NorthStone Neighbors will be mailed to residents on a bi-monthly basis. In addition, NorthStone Country Club has an additional 450 members who reside outside the community. The magazine will be made available to these Club Members through distribution at the Clubhouse.

Advantages of advertising with us

- Reach NorthStone residents and club members on a regular basis. NorthStone is Lake Norman's largest country club neighborhood, with nearly 1,000 homes.
- No ad design, set-up or change fees — ever! In fact, if you would like to use your ad in another publication, we're happy to tweak it for you at no additional cost.
- No lengthy contracts — as we realize businesses have changing needs, should you chose to cancel your ad, just notify us in writing within 7 days of receiving your bi-monthly invoice and you'll only be billed the difference between contract/non-contract rates for ads purchased.
- Need direct mail postcards for your marketing efforts? We offer mailing or flyer box delivery to hundreds of Lake Norman neighborhoods — we can easily design postcards and build upon your established branding.

If you have any advertising questions or want to inquire about editorial opportunities for your business, please call Kary Gregor, at 704-883-6006 or email kary@messageinamailbox.com.



2020 Advertising Rates Per Issue Pricing

6 issue commitment	< 6 issues/no commitment
Quarter page..... \$275	\$300
Half page..... \$375	\$400
Full page..... \$650	\$700

Premium Placement rates (per issue/annual commitment required — 6 issues) *Inside left cover, inside right page, inside right of back cover. Ask about availability or to be on waitlist for specific placement.*

Half page.....	\$450
Full page.....	\$750

Back cover only

1/2 page premium.....	\$525
1/4 page premium.....	\$325
(remaining 1/4 page reserved for postal indicia and addresses)	

We do not charge any additional ad design fees or set up fees. Ad space is available on a first-come, first serve basis.

With the annual contract pricing option, you can begin with any month, for a total of six issues within a 12 month period. Should you need to cancel or suspend your contract, please notify us in writing 7 days within receiving your invoice.

We will send invoices via email prior to each issue and payment can be made through a link online with MasterCard or Visa or you can send a check made out to us at **Message in a Mailbox — 15722 NorthStone Drive, Huntersville, NC 28078**

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Ad Specifications

If we are designing your ad:

There is no additional charge to have us design your ad. To get started we need 1) your logo (must be minimum resolution of 300 dpi) 2) your copy and contact information for the ad 3) any other images (300 dpi) or an idea of what kind of imagery you want to show 4) any preference on colors, fonts, tone, etc.

If you are supplying an ad of your own:

1/4 page should be 3.66" w x 5" h

1/2 page should be 7.5" w x 5" h

Full page should be 7.5 w x 10" h or 8.75" w x 11.250" h if supplying an ad designed for full bleed

2/3 back cover should be 7.5 w x 6.5 h

Preferred file format is PDF. We also can work with JPEG, PNG, TIFF, EPS and Publisher files.

Artwork for ads due

If you are supplying your own ad, camera ready artwork is due on the following dates for 2018 issues:

Jan/Feb — artwork due January 6

Mar/April — artwork due March 6

May/June — artwork due May 8

July/Aug — artwork due July 7

Sept/Oct — artwork due Sept 6

Nov/Dec — artwork due Nov 7

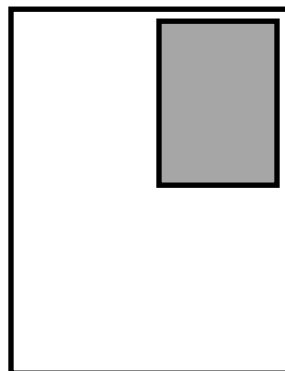
*** There are no charges for ad changes or swaps, however it is the responsibility of advertisers to supply new artwork prior to the deadlines for each issue. If we have designed your ad with time sensitive information or a coupon expiration, we will update the ad and send a new proof for your approval.*

Magazines are mailed during the first weeks of February, April, June, August, October and December.

Recurring payments:

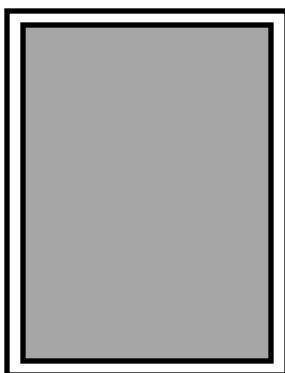
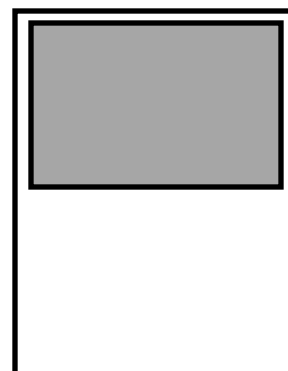
If you would prefer our automated billing program, you may keep a credit card on file with us and we will bill you automatically every other month.

If you have additional questions, please contact Kary Gregor at 704-883-6006.



Quarter page

Half page



Full page

We will also design or accept full bleed ads for full pages. Dimensions are 8.75" w x 11.250" h.

1/2 and 1/4
page back cover

