

NEIGHBORS is specially suited for advertisers who have one location or who draw traffic from a limited geographic area. NEIGHBORS is divided into five geographic zones.

Discounted rates are available to advertisers who purchase ad space in more than one zone at a time. All NEIGHBORS ads are measured on a six-column standard page format.

Zones

1. Irmo / St. Andrews

Population	110,463
Households	43,945
Median Household Income	\$57,352
% Owner Occupied	66.6%
Median Home Value	\$140,785
Circulation	16,757

2. Northeast Columbia

Population	142,647
Households	51,686
Median Household Income	\$57,387
% Owner Occupied	75.4%
Median Home Value	\$136,788
Circulation	17,633

3. Downtown (USC), East & South Columbia, Shandon, Heathwood

Population	154,872
Households	61,417
Median Household Income	\$37,479
% Owner Occupied	57.3%
Median Home Value	\$103,660
Circulation	21,115

5. Cayce / West Columbia

Population	84,388
Households	34,733
Median Household Income	\$39,996
% Owner Occupied	71.1%
Median Home Value	\$92,074
Circulation	10,735

6. Lexington

Population	111,924
Households	42,622
Median Household Income	\$53,231
% Owner Occupied	83.7%
Median Home Value	\$119,431
Circulation	14,060

National Neighbors, political and point-of-view ads

\$16.00 per zone

Black & White Rates

1. Rates Per Column Inch – Zones 1, 2, 3, 5 and 6

Per zone	\$9.85
Multiple zones (2-3)	\$8.75
Multiple zones (4-5)	20% surcharge

Color Rates

1. Unit Color Charges

Colors	Cost Per Zone
1+ Black	\$125.00 per zone
2+ Black	\$225.00 per zone
3+ Black	\$325.00 per zone

Deadlines

1. Proof Service

Publication Day	Proof Copy Due	Proof Returned
Thursday*	Friday (4 p.m.)	Tuesday (noon)

* Thanksgiving week Neighbors will publish on Friday.

