

HAND DELIVERED DOOR-TO-DOOR

BI-MONTHLY PUBLICATION

THE TIMBERGRAM

MEDIA KIT FOR THE OFFICIAL NEIGHBORHOOD NEWSLETTER OF THE TIMBERGROVE MANOR CIVIC CLUB

Connect with your audience through the most widely read neighborhood publication

Six times per year, Timbergrove Manor residents turn to The Timbergram as the authoritative source on what's happening in their own backyards. Advertising placements in The Timbergram help offset production costs for the non-profit Timbergrove Manor Civic Club (TMCC) and allow area businesses a unique opportunity to target geographically with higher impression rates than traditional media.

THE LARGEST AREA HOMEOWNERS ASSOCIATION MEANS MORE EYES ON YOUR MESSAGE

TMCC makes up more than half of the Timbergrove/Lazybrook area. Advertising in The Timbergram allows you to reach more residents at a lower price per impression than other area publications. **On average, our advertisers pay less than 11 cents for each household reached.**



Timbergrove's Must Read

Timbergrove Manor Civic Club is one of the most active community organizations in the city. Hosting a wide range of family-centric events each year, TMCC distributes news about upcoming and past happenings through the bi-monthly The Timbergram. In combination with news about area parks, TMCC

committee activity and more, that means that Timbergrove Manor residents are sure to read, save and share their next edition of The Timbergram. In a survey, **93 percent of TMCC residents reported that they read The Timbergram cover-to-cover.** The rest peruse each issue.



BROAD DEMOGRAPHICS Many TMCC residents have lived here for 50+ years and each year approximately 130 new households move into the neighborhood.



POWERFUL CONSUMERS TMCC house prices continue to rise bringing more residents with larger amounts of disposal income into The Timbergram readership.



LIVE WORK PLAY Like all innerloopers, TMCC residents look for nearby locations for shopping and entertainment. Be sure you are on their radar with a The Timbergram ad.



ABOUT TMCC

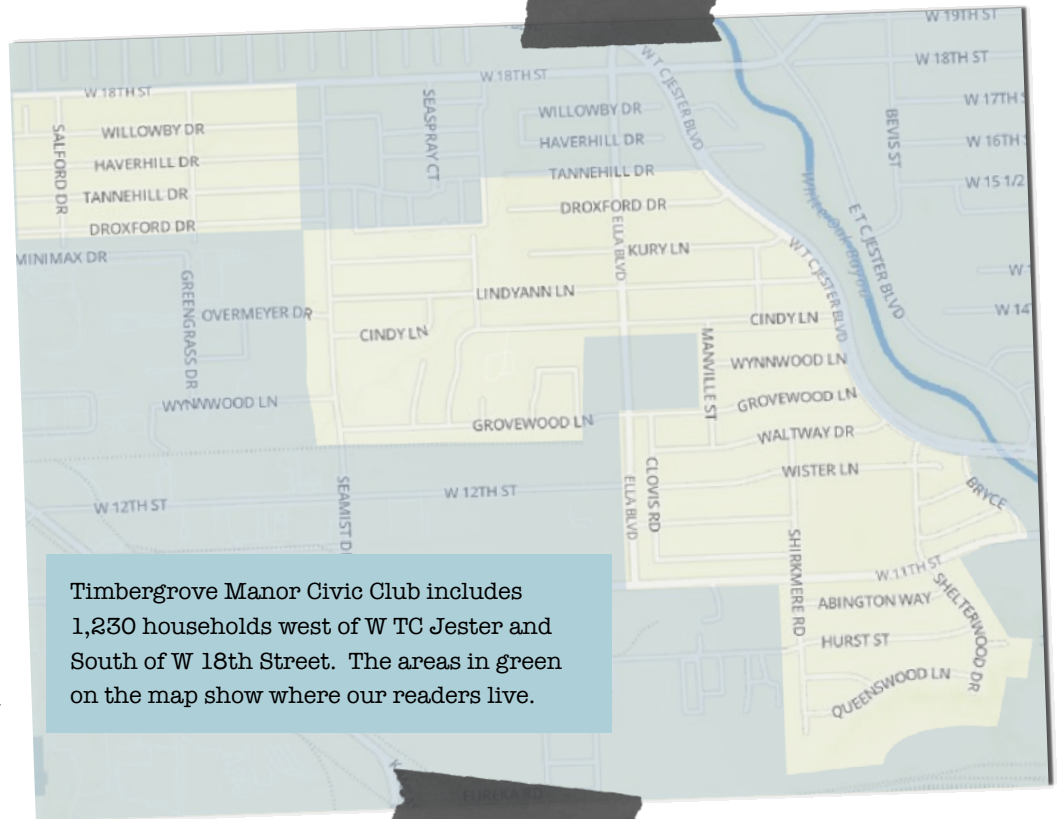
Diverse Audience: Most TMCC residents are more than 35 years old and approximately 1/4 have children living at home.

Homeowners: 100 percent of our members are homeowners with an average house size of nearly 2,000 square feet.

Disposable Income: Nearly 75% of TMCC homes are valued at \$275,000 or more and that number increases annually.

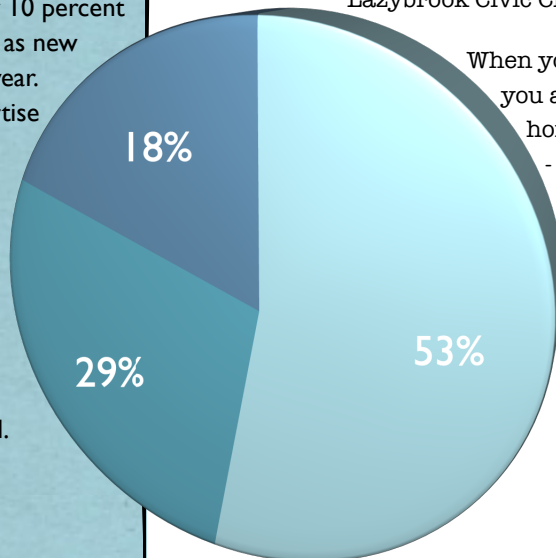
New Audience: TMCC welcomes nearly 10 percent of its population as new neighbors each year. When you advertise with The Timbergram you aren't just building brand recognition with existing residents, but reaching out to new ones as well.

Customers In Your Own Back Yard



TMCC IS THE LARGEST CIVIC ORGANIZATION IN THE TIMBERGROVE-LAZYBROOK AREA.

With 1,230 households, TMCC comprises more than 50 percent of the local homeowners. On a house-by-house basis, TMCC is actually larger than both the Timbergrove Manor Neighborhood Association and the Lazybrook Civic Club combined.



When you advertise with TMCC, you are reaching more homes - and more readers - than with any other area neighborhood association publication.

- TMCC
- Lazybrook
- TMNA

NUMBERS

Households that receive door-to-door distribution

1230

Average advertising cost per copy

11¢

FROM OUR PAGES

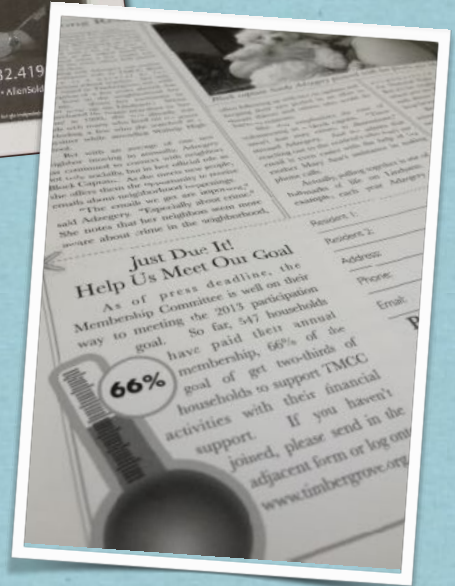


* A professional layout is the hallmark of each edition of *The Timbergram*. Printed at a high-quality offset printer on glossy, cover-weight paper, copies of *The Timbergram* stand out when delivered to recipients' door steps.

Page spreads feature interesting neighborhood news combined with well placed paid advertisements.



Timely and relevant content means that more than 90 percent of recipients read each edition of *The Timbergram* cover to cover.



MAKING AN IMPACT: ADVERTISERS SPEAK OUT



"As a Timbergrove resident since 1995 and a Realtor since 2006 I have found the Timbergram to be a wonderful resource for all the neighborhood happenings. That is why I continue to support the neighborhood and the Timbergram with my advertising dollars. The opportunity to provide a service to all of my friends and neighbors as well as support our neighborhood has been a valuable investment as well as good business decision."

— Pamela Efferson, Realtor & Timbergrove Resident

Great Content Every Edition

Meeting Information

Upcoming Community Events

Neighborhood News

Restaurant Reviews

Parks Updates

Yard of the Month Winners

Specs and Submission Details

Four Ad Sizes to Choose From

The Timbergram offers four ad sizes so you can match your message and budget to the option that's best for your business. Each edition of The Timbergram is printed in black and white at a high quality offset printer. Our glossy cover-weight paper makes photos pop and gets noticed. All dimensions listed as width x height.

and catch the eyes of our readers with minimal impact to your bottom line.

Dimensions: 3.69 x 5 inches

BUSINESS CARD SIZED SPOTS

Looking to make your company a household name? The Timbergram's business card ads are a great way to promote brand visibility and provide key contact info.

Dimensions: 3.69 x 2.15 inches

FULL PAGE COVERAGE

Want to deliver a high impact message? Consider a full page advertisement in The Timbergram. At only \$275 per edition, full page ads are a great way to draw attention to your business and even include room for coupons and other promotions.

Dimensions: 7.42 x 10 inches

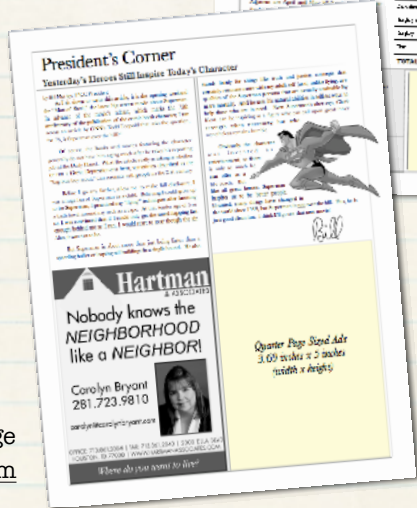
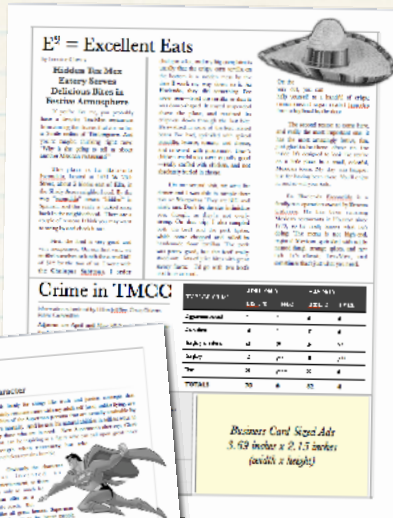
HALF PAGE ADVERTISEMENT

The Timbergram's flexible half page advertisements give plenty of room to share your message while still making a big impact.

**Dimensions:
7.42 x 5 inches or
3.69 x 10 inches**

QUARTER PAGE ADVERTISEMENT

Submit a quarter page ad to The Timbergram



Ad Rates

FullPage	\$275
Half Page	\$140
Quarter Card	\$70
	\$40

FROM THE EDITOR

Working with civic-minded businesses looking to grow their reach is one of the key ways The Timbergram is able to continue bringing important community news to the doorsteps of Timbergrove Manor residents. As a volunteer based, not for profit organization, TMCC needs the financial support of local business to fulfill our mission that ensures Timbergrove is a great place to live now - and forever.

Our editorial desk is always open to story ideas from advertisers. We also want to help you reach your target audience as part of a win-win relationship. That's why we offer fee-based design services for new advertisers looking to find the perfect way to get their message to the neighborhood. Email us at timbergram@yahoo.com to learn more about how we can grow together.

Timber
Volunteer Editors

DEADLINES AND DISTRIBUTION

The Timbergram is distributed six times per year, at the beginning of every other month.

ISSUE	RESERVATION	ARTWORK
Jan	Dec 5	Dec 10
Mar	Feb 5	Feb 10

ISSUE	RESERVATION	ARTWORK
May	Apr 5	Apr 10
July	Jun 5	Jun 10
Sep	Aug 5	Aug 10
Nov	Oct 5	Oct 10

RESERVE YOUR SPOT

Email timbergram@yahoo.com to reserve your spot for the next issue or with questions and comments.

INVOICING AND PAYMENTS

Invoices for Timbergram advertising are distributed via email in the two weeks prior to issue distribution and are due within 30 days of receipt.