

## Advertisement Submission Schedule

1. Build this schedule starting backwards from your desired/ proposed meeting date using one of the two options below.
2. **Option 1:** running a *Willingness to Hold a Public Meeting*, build into the schedule enough time to: process advertisement, the 7 calendar day response time allotted to the public to call in requesting the meeting and an additional advertisement for the Public Meeting.  
*Notes: if the Willingness to Hold generates 10 or more inquiries that cannot be satisfied by one-on-one meetings, HRSD will hold a Public Meeting. If no inquiries are received or the inquiries are satisfied by the one-on-one meeting, no Public Meeting is required. This option (number 1) can add over a month into the process.*
3. **Option 2:** directly advertising a Public Meeting, build in enough time to meet the advertising/communications deadlines.
4. Send both Word and PDF files to the media outlet advertising.
5. Use logo w/o tag line. Use the advertisement sample provided within the attachments portion of this document.
6. Holiday Deadlines differ—need to verify deadline prior to placing ad
7. Need to verify deadlines for ads that run on any day other than listed below.
8. All project related advertisements shall be charged to the CIP associated with the project. 200-XXXXX-30-97100-GN0001-Finance

Locality	Newspaper	Run Day	Ad deadline	Due to HRSD Communications Staff (review & submission)	Newspaper contact
Metro	Virginian Pilot	Sunday	Noon the business day prior to run date (Friday by noon)	1 week prior to ad deadline	Mrs. Rawles Magee <a href="mailto:rawles.magee@pilotonline.com">rawles.magee@pilotonline.com</a> <a href="mailto:legals@pilotonline.com">legals@pilotonline.com</a> 757.222.5346  Communications Account Leila Rice - Director: <b>AA46585</b> Public Information Specialist: <b>AA466587</b>
Metro neighborhood publications	Portsmouth Currents & Suffolk Sun	Sunday Only	Wednesdays, at 3pm	1 week prior to ad deadline	
	Chesapeake Clipper	Publishes Fridays & Sundays	Friday Deadline: Mondays at 3pm  Sunday Deadline: Wednesdays at 3pm		
	Virginia Beach Beacon	Publishes Thursdays & Sundays	Thursday deadline: the Friday before, at 3pm  Sunday Deadline: Tuesdays at 3pm		
Metro	Daily Press	Sunday	Noon the business day prior to run date (Friday by noon)	1 week prior to ad deadline	Hope Askew <a href="mailto:haskew@dailypress.com">haskew@dailypress.com</a>  Communications Account Leila Rice - Director: <b>CU00613641</b> Public Information Specialist: <b>CU00613650</b>
King William	Richmond Times Dispatch	Sunday	3 business days	1 week prior to ad deadline	Bock, Pamela S. <a href="mailto:PBock@timesdispatch.com">PBock@timesdispatch.com</a> 804.649.6716  Communications Account All HRSD: <b>3589014</b>
Mathews	Gloucester-Mathews Gazette -Journal	Wednesday	Noon Monday	1 week prior to ad deadline	Tina Nelson <a href="mailto:tnelson@gazettejournal.net">tnelson@gazettejournal.net</a> 804-693-3101  Communications Account Leila Rice - Director: <b>102220</b> Public Information Specialist: <b>102602</b>
Surry	Smithfield Times	Wednesday	Noon Monday	1 week prior to ad deadline	Wendy Kantsios <a href="mailto:wendyk@smithfieldtimes.com">wendyk@smithfieldtimes.com</a> 757.357.3288 (o) 757.618.3478 (c – text friendly)  Communications Account All HRSD: <b>#XXXXXXXXXX</b>
Urbanna	Southside Sentinel	Thursday	10 am Tuesday	1 week prior to ad deadline	Wendy Burch <a href="mailto:wburch@ssentinel.com">wburch@ssentinel.com</a> 804.758.2328  Communications Account Leila Rice - Director: <b>2857</b> Public Information Specialist: <b>2858</b>
West Point	Tidewater Review	Wednesday	Friday	1 week prior to ad deadline	O'Brien, Brittany <a href="mailto:bobrien@tidewaterreview.com">bobrien@tidewaterreview.com</a> <a href="tel:804-843-2282">804-843-2282 (opt. 2)</a>  Communications Account Leila Rice - Director: <b>CU00613641</b>

					Public Information Specialist: <b>CU00613650</b> <i>Account #s are same as Daily Press</i>
--	--	--	--	--	--