

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 without tag line. Use the advertisement sample provided within the attachments portion of the Public Communication Program section of the design and construction standards.
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

See table on next page

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	<p>Mrs. Rawles Magee rawles.magee@pilotonline.com legals@pilotonline.com 757.222.5346</p> <p>Communications Account Leila Rice - Director: AA46585 Public Information Specialist: AA466587</p>
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	<p>Hope Askew haskew@dailypress.com</p> <p>Communications Account Leila Rice - Director: CU00613641 Public Information Specialist: CU00613650</p>
King William	Richmond Times Dispatch	Sunday	3 business days	1 week prior to ad deadline	<p>Bock, Pamela S. PBock@timesdispatch.com 804.649.6716</p> <p>Communications Account All HRSD: 3589014</p>
Mathews	Gloucester-Mathews Gazette -Journal	Wednesday	Noon Monday	1 week prior to ad deadline	<p>Tina Nelson tnelson@gazettejournal.net 804-693-3101</p> <p>Communications Account Leila Rice - Director: 102220 Public Information Specialist: 102602</p>
Surry	Smithfield Times	Wednesday	Noon Monday	1 week prior to ad deadline	<p>Wendy Kantsios wendyk@smithfieldtimes.com 757.357.3288 (o) 757.618.3478 (c – text friendly)</p> <p>Communications Account All HRSD: #XXXXXXXXXX</p>
Urbanna	Southside Sentinel	Thursday	10 am Tuesday	1 week prior to ad deadline	<p>Wendy Burch wburch@ssentinel.com 804.758.2328</p> <p>Communications Account Leila Rice - Director: 2857 Public Information Specialist: 2858</p>
West Point	Tidewater Review	Wednesday	Friday	1 week prior to ad deadline	<p>O'Brien, Brittany bobrien@tidewaterreview.com 804-843-2282 (opt. 2)</p> <p>Communications Account Leila Rice - Director: CU00613641 Public Information Specialist: CU00613650 Account #s are same as Daily Press</p>