

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 an Open House*, 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 Open House.
Notes: if the Willingness to Hold generates 10 or more inquiries that cannot be satisfied by one-on-one meetings, HRSD will hold an Open House. If no inquiries are received or the inquiries are satisfied by the one-on-one meeting, no Open House is required. This option (number 1) can add over a month into the process.
3. **Option 2:** directly advertising an Open House, 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.

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 - Chief Communication Officer: 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 -Chief Communication Officer: 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 Communications Account Leila Rice - Chief Communication Officer 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 Communications Account Leila Rice - Chief Communication Officer: 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 - Chief Communication Officer: CU00613641 Public Information Specialist: CU00613650 Account #s are same as Daily Press</p> |