

CIRCULATION

PENINSULA PULSE HAS DOOR COUNTY COVERED EVERY WEEK ALL YEAR.



Ellison Bay/Gills Rock/Northport:
 40 Drop off locations
 750 delivered to drop off locations
 680 Mailboxes
 1,430 TOTAL Pulses delivered

Sister Bay
 100 Drop off locations
 1,750 delivered to drop off locations
 1,500 Mailboxes
 3,250 TOTAL Pulses delivered

Ephraim
 60 Drop off locations
 500 delivered to drop off locations
 370 Mailboxes
 870 TOTAL Pulses delivered

Fish Creek
 115 Drop off locations
 1,600 delivered to drop off locations
 800 Mailboxes
 2,400 TOTAL Pulses delivered

Juddville
 5 Drop off locations
 50 delivered to drop off locations
 50 TOTAL Pulses delivered

Egg Harbor
 85 Drop off locations
 1,250 delivered to drop off locations
 1,140 Mailboxes
 2,390 TOTAL Pulses delivered

Carlsville
 7 Drop off locations
 100 delivered to drop off locations
 100 TOTAL Pulses delivered

Washington Island
 14 Drop off locations
 100 delivered to drop off locations
 500 Mailboxes
 600 TOTAL Pulses delivered

Baileys Harbor
 45 Drop off locations
 500 delivered to drop off locations
 940 Mailboxes
 1,440 TOTAL Pulses delivered

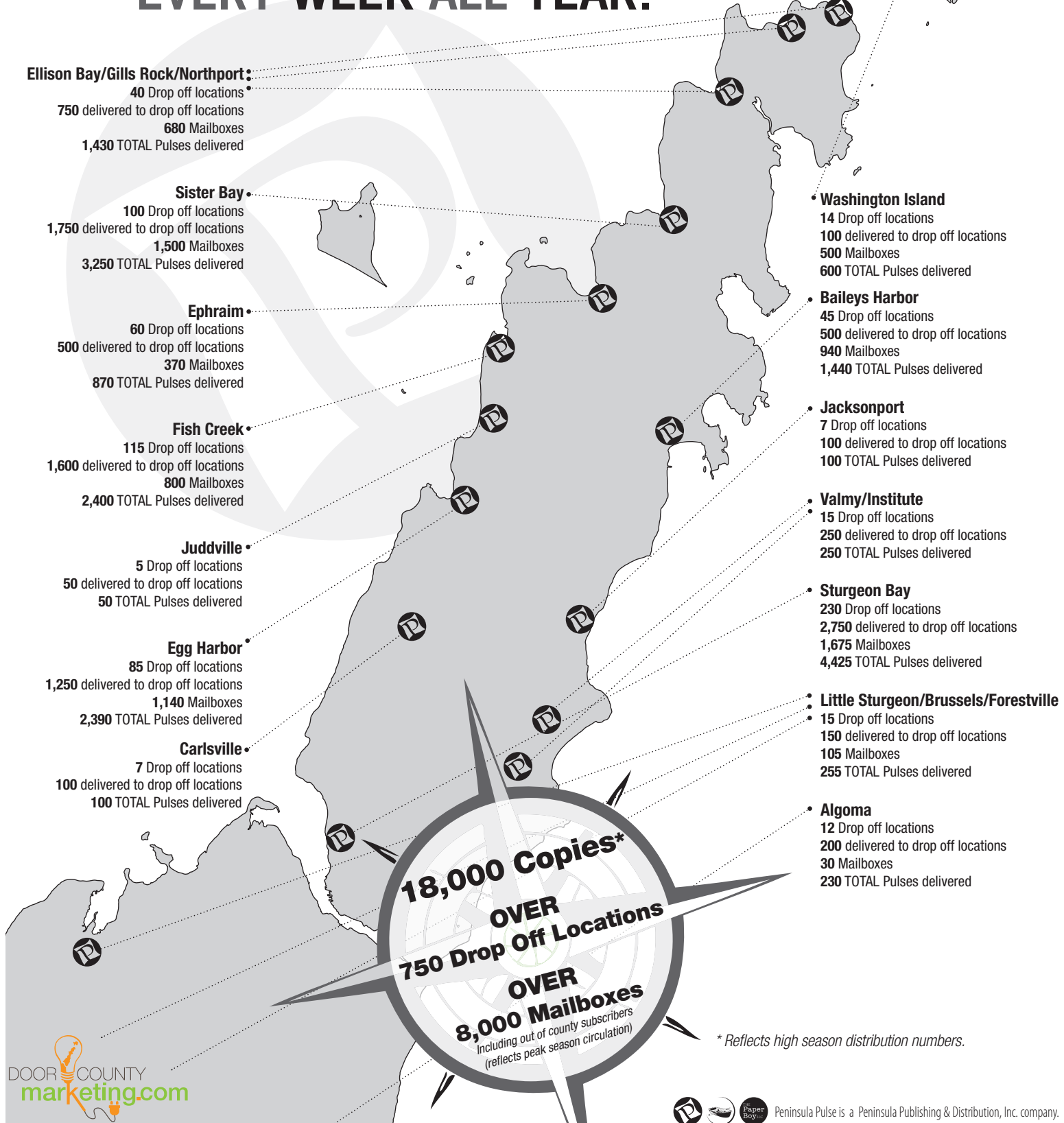
Jacksonport
 7 Drop off locations
 100 delivered to drop off locations
 100 TOTAL Pulses delivered

Valmy/Institute
 15 Drop off locations
 250 delivered to drop off locations
 250 TOTAL Pulses delivered

Sturgeon Bay
 230 Drop off locations
 2,750 delivered to drop off locations
 1,675 Mailboxes
 4,425 TOTAL Pulses delivered

Little Sturgeon/Brussels/Forestville
 15 Drop off locations
 150 delivered to drop off locations
 105 Mailboxes
 255 TOTAL Pulses delivered

Algoma
 12 Drop off locations
 200 delivered to drop off locations
 30 Mailboxes
 230 TOTAL Pulses delivered



* Reflects high season distribution numbers.

PUBLICATION CALENDAR

EVERY WEEK ALL YEAR.

2019 PUBLICATION SCHEDULES

JANUARY						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

MARCH						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

APRIL						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

MAY						
S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JULY						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

OCTOBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

COLOR KEY

- 0 Peninsula Pulse Issue Dates (Peninsula Pulse deadlines are one week prior to publication)
- 0 Door County Living Issue Dates (please inquire about advertising deadlines)

GET IN PRINT.

YOUR KEY TO SUBMITTING INFO:

pr@ppulse.com

- event calendar listings
- press releases
- gallery guide entries
- photo submissions
- online service directories

letters@ppulse.com

- letters to the editor
- general company correspondence
- story ideas

other useful addresses

advertising@ppulse.com, classifieds@ppulse.com, subscribe@ppulse.com, literature@ppulse.com, news@ppulse.com, golf@ppulse.com, editor@ppulse.com

Deadlines are always noon one week prior to the release of the print edition. For a publication schedule visit ppulse.com and click "publication schedule" at the bottom of the homepage.

INVESTING IN AND SERVING OUR COMMUNITY SINCE 1996.

ADVERTISING RATES

EVERY WEEK ALL YEAR. ADVERTISING RATES

EFFECTIVE JANUARY 1, 2018

DISCOUNTS

- Discounts are cumulative.
- Maximum discount = 30% off.
- Discounts apply to all ads except those under the Quarter Page Deal, some premium placements & other promotions.
 - 5% off – 12 issues
 - 5% off – 24 issues
 - 5% off – 36 issues
 - 5% off – 52 issues
 - 5% off – Nonprofit
 - 5% off – Prepay in full

LARGE AD RATES*

Full page BW: \$810.00
 Full page color: \$890.00
 1/2 page BW: \$410.00
 1/2 page color: \$490.00
 1/4 page BW: \$208.00
 1/4 page color: \$288.00

QUARTER PAGE DEAL*

25% discount for 20 issues or more
 30% discount for 42 issues or more

PREMIUM AD RATES*

Front page section 1: \$785.00**
 Front page section 2 or 3: \$585.00
 Full page back page: \$980.00
 1/2 page back page: \$530.00
 1/4 page back page: \$310.00

*Dimensions and specs can be found at www.doorcountymarketing.com

**Ask an advertising representative about discounts for front page ads.

DIMENSIONS:

1/4 page

5" wide x 7.5" tall or 10.25" wide x 3.25" tall

1/2 page

10.25" wide x 7.5" tall or 5" wide x 16.25" tall

Full page

10.25" wide x 16.25" tall

one column inch

3.25 inches wide by 1 inch tall
 \$20.05 per column inch
 \$8 to add full color per column inch (\$80 maximum)

Column Inches	2018 Rates	With Color
1	\$20.05	\$28.05
2	\$40.10	\$56.10
3	\$60.15	\$84.15
4	\$80.20	\$112.20
5	\$100.25	\$140.25
6	\$120.30	\$168.30
7	\$140.35	\$196.35
8	\$160.40	\$224.40
9	\$180.45	\$252.45
10	\$200.50	\$280.50
11	\$220.55	\$300.55
12	\$240.60	\$320.60
13	\$260.65	\$340.65
14	\$280.70	\$360.70
15	\$300.75	\$380.75
16	\$320.80	\$400.80
17	\$340.85	\$420.85
18	\$360.90	\$440.90
19	\$380.95	\$460.95
20	\$401.00	\$481.00
21	\$421.05	\$501.05
22	\$441.10	\$521.10
23	\$461.15	\$541.15
24	\$481.20	\$561.20
25	\$501.25	\$581.25
26	\$521.30	\$601.30
27	\$541.35	\$621.35
28	\$561.40	\$641.40
29	\$581.45	\$661.45
30	\$601.50	\$681.50
31	\$621.55	\$701.55
32	\$641.60	\$721.60
33	\$661.65	\$741.65
34	\$681.70	\$761.70
35	\$701.75	\$781.75
36	\$721.80	\$801.80
37	\$741.85	\$821.85
38	\$761.90	\$841.90
39	\$781.95	\$861.95
40	\$802.00	\$882.00
41	\$822.05	\$902.05
42	\$842.10	\$922.10
43	\$862.15	\$942.15
44	\$882.20	\$962.20
45	\$902.25	\$982.25
46	\$922.30	\$1,002.30
47	\$942.35	\$1,022.35
48	\$962.40	\$1,042.40

**2018 RATES AVAILABLE UNTIL
DECEMBER 15, 2018**

INVESTING IN AND SERVING OUR COMMUNITY SINCE 1996.

CONTACT INFORMATION

Business: _____
 Ad Contact: _____
 Tel: _____
 Cell: _____
 Email Address: _____
 Street Address: _____
 Billing Address: _____
 City: _____
 State: _____ Zip: _____

COST INFORMATION

Dimensions: _____
 Column Inches: _____ x 20.05 \$
 Color (Column Inches): _____ x \$8.00 \$
 Subtotal: \$ _____
 % Discount: _____
 Total per Issue: \$ _____
 Number of Issues: X _____
 Subtotal: \$ _____
Total Cost: \$ _____

DISCOUNTS

DISCOUNTS ARE CUMULATIVE
 (MAXIMUM DISCOUNT ALLOWED = 30%)
 5% off - 12 issues
 5% off - 24 issues
 5% off - 36 issues
 5% off - 52 issues
 5% off - Nonprofit
 5% off - Prepay in full
 PLEASE INQUIRE ABOUT SPECIAL QUARTER, HALF, FULL,
 BACK & FRONT PAGE RATES

AGREEMENT

Statements will be mailed out in accordance with the billing plan specified. TERMS: Balances are considered past-due after 30 days from the billing date. Accounts with past-due balances will be charged an interest rate of 1.5 percent monthly. Advertisers must notify the Peninsula Pulse of advertisement errors within 15 days of the initial publication, after which time all claims are void. The Peninsula Pulse reserves the right to cancel this contract if the advertiser does not comply with the payment agreements stated above. Cancelled, pre-paid advertising will be held as Peninsula Pulse credit for one year, after which time credit will be void. DISCOUNTS ARE VOID FOR CUSTOMERS WITH PAST-DUE BALANCES (45 DAYS).

ADVERTISER'S SIGNATURE _____ DATE _____

PULSE ADVERTISING REPRESENTATIVE _____ DATE _____

PUBLICATION DATES	ISSUE NOTES	OFFICE USE ONLY
<input type="checkbox"/> Issue 1 • January 4		<input type="checkbox"/>
<input type="checkbox"/> Issue 2 • January 11		<input type="checkbox"/>
<input type="checkbox"/> Issue 3 • January 18		<input type="checkbox"/>
<input type="checkbox"/> Issue 4 • January 25		<input type="checkbox"/>
<input type="checkbox"/> Issue 5 • February 1		<input type="checkbox"/>
<input type="checkbox"/> Issue 6 • February 8		<input type="checkbox"/>
<input type="checkbox"/> Issue 7 • February 15		<input type="checkbox"/>
<input type="checkbox"/> Issue 8 • February 22		<input type="checkbox"/>
<input type="checkbox"/> Issue 9 • March 1		<input type="checkbox"/>
<input type="checkbox"/> Issue 10 • March 8		<input type="checkbox"/>
<input type="checkbox"/> Issue 11 • March 15		<input type="checkbox"/>
<input type="checkbox"/> Issue 12 • March 22		<input type="checkbox"/>
<input type="checkbox"/> Issue 13 • March 29		<input type="checkbox"/>
<input type="checkbox"/> Issue 14 • April 5		<input type="checkbox"/>
<input type="checkbox"/> Issue 15 • April 12		<input type="checkbox"/>
<input type="checkbox"/> Issue 16 • April 19		<input type="checkbox"/>
<input type="checkbox"/> Issue 17 • April 26		<input type="checkbox"/>
<input type="checkbox"/> Issue 18 • May 3		<input type="checkbox"/>
<input type="checkbox"/> Issue 19 • May 10		<input type="checkbox"/>
<input type="checkbox"/> Issue 20 • May 17		<input type="checkbox"/>
<input type="checkbox"/> Issue 21 • May 24		<input type="checkbox"/>
<input type="checkbox"/> Issue 22 • May 31		<input type="checkbox"/>
<input type="checkbox"/> Issue 23 • June 7		<input type="checkbox"/>
<input type="checkbox"/> Issue 24 • June 14		<input type="checkbox"/>
<input type="checkbox"/> Issue 25 • June 21		<input type="checkbox"/>
<input type="checkbox"/> Issue 26 • June 28		<input type="checkbox"/>
<input type="checkbox"/> Issue 27 • July 5		<input type="checkbox"/>
<input type="checkbox"/> Issue 28 • July 12		<input type="checkbox"/>
<input type="checkbox"/> Issue 29 • July 19		<input type="checkbox"/>
<input type="checkbox"/> Issue 30 • July 26		<input type="checkbox"/>
<input type="checkbox"/> Issue 31 • August 2		<input type="checkbox"/>
<input type="checkbox"/> Issue 32 • August 9		<input type="checkbox"/>
<input type="checkbox"/> Issue 33 • August 16		<input type="checkbox"/>
<input type="checkbox"/> Issue 34 • August 23		<input type="checkbox"/>
<input type="checkbox"/> Issue 35 • August 30		<input type="checkbox"/>
<input type="checkbox"/> Issue 36 • September 6		<input type="checkbox"/>
<input type="checkbox"/> Issue 37 • September 13		<input type="checkbox"/>
<input type="checkbox"/> Issue 38 • September 20		<input type="checkbox"/>
<input type="checkbox"/> Issue 39 • September 27		<input type="checkbox"/>
<input type="checkbox"/> Issue 40 • October 4		<input type="checkbox"/>
<input type="checkbox"/> Issue 41 • October 11		<input type="checkbox"/>
<input type="checkbox"/> Issue 42 • October 18		<input type="checkbox"/>
<input type="checkbox"/> Issue 43 • October 25		<input type="checkbox"/>
<input type="checkbox"/> Issue 44 • November 1		<input type="checkbox"/>
<input type="checkbox"/> Issue 45 • November 8		<input type="checkbox"/>
<input type="checkbox"/> Issue 46 • November 15		<input type="checkbox"/>
<input type="checkbox"/> Issue 47 • November 22		<input type="checkbox"/>
<input type="checkbox"/> Issue 48 • November 27	Wednesday delivery.	<input type="checkbox"/>
<input type="checkbox"/> Issue 49 • December 6		<input type="checkbox"/>
<input type="checkbox"/> Issue 50 • December 13		<input type="checkbox"/>
<input type="checkbox"/> Issue 51 • December 20		<input type="checkbox"/>
<input type="checkbox"/> Issue 52 • December 27		<input type="checkbox"/>