

# EVERY WEEK ALL YEAR.

## ADVERTISING RATES

EFFECTIVE JANUARY 1, 2020

### 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: \$820.00  
 Full page color: \$900.00  
 1/2 page BW: \$415.00  
 1/2 page color: \$495.00  
 1/4 page BW: \$212.00  
 1/4 page color: \$292.00

### QUARTER PAGE DEAL\*

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

### PREMIUM AD RATES\*

Front page section 1: \$795.00\*\*  
 Front page section 2 or 3: \$615.00  
 Full page back page: \$980.00  
 1/2 page back page: \$550.00  
 1/4 page back page: \$325.00

\*Dimensions and specs can be found at [www.doorcountymarketing.com](http://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  
 \$20.60 per column inch  
 \$8 to add full color per column inch (\$80 maximum)

Column Inches	2019 Rates	With Color
1	\$20.60	\$28.60
2	\$41.20	\$57.20
3	\$61.80	\$85.80
4	\$82.40	\$114.40
5	\$103.00	\$143.00
6	\$123.60	\$171.60
7	\$144.20	\$200.20
8	\$164.80	\$228.80
9	\$185.40	\$257.40
10	\$206.00	\$286.00
11	\$226.60	\$306.60
12	\$247.20	\$327.20
13	\$267.80	\$347.80
14	\$288.40	\$368.40
15	\$309.00	\$389.00
16	\$329.60	\$409.60
17	\$350.20	\$430.20
18	\$370.80	\$450.80
19	\$391.40	\$471.40
20	\$412.00	\$492.00
21	\$432.60	\$512.60
22	\$453.20	\$533.20
23	\$473.80	\$553.80
24	\$494.40	\$574.40
25	\$515.00	\$595.00
26	\$535.60	\$615.60
27	\$556.20	\$636.20
28	\$576.80	\$656.80
29	\$597.40	\$677.40
30	\$618.00	\$698.00
31	\$638.60	\$718.60
32	\$659.20	\$739.20
33	\$679.80	\$759.80
34	\$700.40	\$780.40
35	\$721.00	\$801.00
36	\$741.60	\$821.60
37	\$762.20	\$842.20
38	\$782.80	\$862.80
39	\$803.40	\$883.40
40	\$824.00	\$904.00
41	\$844.60	\$924.60
42	\$865.20	\$945.20
43	\$885.80	\$965.80
44	\$906.40	\$986.40
45	\$927.00	\$1,007.00
46	\$947.60	\$1,027.60
47	\$968.20	\$1,048.20
48	\$988.80	\$1,068.80

CELEBRATING OUR

# 25th YEAR

INVESTING IN AND SERVING OUR COMMUNITY SINCE 1996.

