

ADVERTISING RATES

EVERY WEEK ALL YEAR. ADVERTISING RATES

EFFECTIVE JANUARY 1, 2017

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: \$207.50
 1/4 page color: \$287.50

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
 \$19.95 per column inch
 \$8 to add full color per column inch (\$80 maximum)

Column Inches	2017 Rates	With Color
1	\$19.95	\$27.95
2	\$39.90	\$55.90
3	\$59.85	\$83.85
4	\$79.80	\$111.80
5	\$99.75	\$139.75
6	\$119.70	\$167.70
7	\$139.65	\$195.65
8	\$159.60	\$223.60
9	\$179.55	\$251.55
10	\$199.50	\$279.50
11	\$219.45	\$299.45
12	\$239.40	\$319.40
13	\$259.35	\$339.35
14	\$279.30	\$359.30
15	\$299.25	\$379.25
16	\$319.20	\$399.20
17	\$339.15	\$419.15
18	\$359.10	\$439.10
19	\$379.05	\$459.05
20	\$399.00	\$479.00
21	\$418.95	\$498.95
22	\$438.90	\$518.90
23	\$458.85	\$538.85
24	\$478.80	\$558.80
25	\$498.75	\$578.75
26	\$518.70	\$598.70
27	\$538.65	\$618.65
28	\$558.60	\$638.60
29	\$578.55	\$658.55
30	\$598.50	\$678.50
31	\$618.45	\$698.45
32	\$638.40	\$718.40
33	\$658.35	\$738.35
34	\$678.30	\$758.30
35	\$698.25	\$778.25
36	\$718.20	\$798.20
37	\$738.15	\$818.15
38	\$758.10	\$838.10
39	\$778.05	\$858.05
40	\$798.00	\$878.00
41	\$817.95	\$897.95
42	\$837.90	\$917.90
43	\$857.85	\$937.85
44	\$877.80	\$957.80
45	\$897.75	\$977.75