# door COUNTY LIVING

# 2017-2018

RATES EFFECTIVE JANUARY 1, 2016

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## CONTACT INFORMATION

Business: _____

Ad Contact: _____

Tel: _____ Cell: _____

Email Address: _____

Street Address: _____

Billing Address: _____

City: _____ Zip: _____

Website: _____

## COST INFORMATION

Ad Size: _____

Number of Regular Ads: _____

Price per Ad: $_____

Subtotal: $_____

Philanthropy Issue $_____

% Discount: _____%

Total Cost: $_____

Locally owned and operated, Door County Living celebrates the lives, experiences and history of our community.

## AD SIZE & RATES

*Please inquire about premium placement rates - availability is limited.*

| NUMBER OF ISSUES | EARLY SUMMER, LATE SUMMER, AUTUMN & WINTER ISSUE RATES & SIZES | | | | | | | PHILANTHROPY ISSUE RATES | |
|---|---|---|---|---|---|---|---|---|---|
| | 1/8 PAGE | 1/6 PAGE | 1/4 PAGE | 1/3 PAGE | 1/2 PAGE | 2/3 PAGE | FULL PAGE | 1/2 PAGE | FULL PAGE |
| 1x | $434 | $561 | $780 | $982 | $1,214 | $1,457 | $1,907 | $796 | $1,326 |
| 2x | $412 | $527 | $725 | $904 | $1,105 | $1,311 | $1,774 | $740 | $1,234 |
| 3x | $370 | $453 | $617 | $831 | $1,038 | $1,140 | $1,489 | $689 | $1,142 |
| 4x or more | $352 | $408 | $561 | $715 | $924 | $1,026 | $1,356 | $632 | $1,061 |

## ISSUES

- ☐ Winter 2017 – published before Thanksgiving *(deadline October 18, 2017)*
- ☐ Philanthropy Issue 2018 – distributed all year - early February release *FULL and HALF PAGE ONLY (deadline January 12, 2018)*
- ☐ Early Summer 2018 – published before May 6 *(deadline April 4, 2018)*
- ☐ Late Summer 2018 – published before July 4 *(deadline May 30, 2018)*
- ☐ Autumn 2018– published before Labor Day *(deadline August 2, 2018)*
- ☐ Winter 2018 – published before Thanksgiving *(deadline October 17, 2018)*

## NOTES

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 *Door County Living* of advertisement errors within 15 days of the initial publication, after which time all claims are void. *Door County Living* reserves the right to cancel this contract if the advertiser does not comply with the payment agreements stated above. DISCOUNTS ARE VOID FOR CUSTOMERS WITH PAST DUE BALANCES (45 DAYS).

DCL ADVERTISING REPRESENTATIVE DATE

ADVERTISER'S SIGNATURE DATE

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