

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

INVESTING IN AND SERVING OUR COMMUNITY SINCE 1996.