

ADVERTISING RATES

EVERY WEEK ALL YEAR. ADVERTISING RATES

EFFECTIVE JANUARY 1, 2019

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: \$210.00
 1/4 page color: \$290.00

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: \$550.00
 1/4 page back page: \$325.00

*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
 \$20.50 per column inch
 \$8 to add full color per column inch (\$80 maximum)

Column Inches	2019 Rates	With Color
1	\$20.50	\$28.50
2	\$41.00	\$57.00
3	\$61.50	\$85.50
4	\$82.00	\$114.00
5	\$102.50	\$142.50
6	\$123.00	\$171.00
7	\$143.50	\$199.50
8	\$164.00	\$228.00
9	\$184.50	\$256.50
10	\$205.00	\$285.00
11	\$225.50	\$305.50
12	\$246.00	\$326.00
13	\$266.50	\$346.50
14	\$287.00	\$367.00
15	\$307.50	\$387.50
16	\$328.00	\$408.00
17	\$348.50	\$428.50
18	\$369.00	\$449.00
19	\$389.50	\$469.50
20	\$410.00	\$490.00
21	\$430.50	\$510.50
22	\$451.00	\$531.00
23	\$471.50	\$551.50
24	\$492.00	\$572.00
25	\$512.50	\$592.50
26	\$533.00	\$613.00
27	\$553.50	\$633.50
28	\$574.00	\$654.00
29	\$594.50	\$674.50
30	\$615.00	\$695.00
31	\$635.50	\$715.50
32	\$656.00	\$736.00
33	\$676.50	\$756.50
34	\$697.00	\$777.00
35	\$717.50	\$797.50
36	\$738.00	\$818.00
37	\$758.50	\$838.50
38	\$779.00	\$859.00
39	\$799.50	\$879.50
40	\$820.00	\$900.00
41	\$840.50	\$920.50
42	\$861.00	\$941.00
43	\$881.50	\$961.50
44	\$902.00	\$982.00
45	\$922.50	\$1,002.50
46	\$943.00	\$1,023.00
47	\$963.50	\$1,043.50
48	\$984.00	\$1,064.00

INVESTING IN AND SERVING OUR COMMUNITY SINCE 1996.