

## 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](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  
 \$20.50 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

**2019 RATES AVAILABLE UNTIL  
DECEMBER 15, 2019**

INVESTING IN AND SERVING OUR COMMUNITY SINCE 1996.

**CONTACT INFORMATION**

Business: \_\_\_\_\_  
 Ad Contact: \_\_\_\_\_  
 Tel: \_\_\_\_\_  
 Cell: \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_

**COST INFORMATION**

Dimensions: \_\_\_\_\_  
 Column Inches: \_\_\_\_\_ x 20.50 \$  
 Color (Column Inches): \_\_\_\_\_ x \$8.00 \$  
 Subtotal: \$ \_\_\_\_\_  
 % Discount: \_\_\_\_\_  
 Total per Issue: \$ \_\_\_\_\_  
 Number of Issues: X \_\_\_\_\_  
 Subtotal: \$ \_\_\_\_\_  
**Total Cost:** \$ \_\_\_\_\_

**DISCOUNTS**

**DISCOUNTS ARE CUMULATIVE**  
 (MAXIMUM DISCOUNT ALLOWED = 30%)  
 5% off - 12 issues  
 5% off - 24 issues  
 5% off - 36 issues  
 5% off - 52 issues  
 5% off - Nonprofit  
 5% off - Prepay in full  
 PLEASE INQUIRE ABOUT SPECIAL QUARTER, HALF, FULL,  
 BACK & FRONT PAGE RATES

**AGREEMENT**

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 the Peninsula Pulse of advertisement errors within 15 days of the initial publication, after which time all claims are void. The Peninsula Pulse reserves the right to cancel this contract if the advertiser does not comply with the payment agreements stated above. Cancelled, pre-paid advertising will be held as Peninsula Pulse credit for one year, after which time credit will be void. DISCOUNTS ARE VOID FOR CUSTOMERS WITH PAST-DUE BALANCES (45 DAYS).

ADVERTISER'S SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

PULSE ADVERTISING REPRESENTATIVE \_\_\_\_\_ DATE \_\_\_\_\_

PUBLICATION DATES	ISSUE NOTES	OFFICE USE ONLY
<input type="checkbox"/> Issue 1 • January 3		<input type="checkbox"/>
<input type="checkbox"/> Issue 2 • January 10		<input type="checkbox"/>
<input type="checkbox"/> Issue 3 • January 17		<input type="checkbox"/>
<input type="checkbox"/> Issue 4 • January 24		<input type="checkbox"/>
<input type="checkbox"/> Issue 5 • January 31		<input type="checkbox"/>
<input type="checkbox"/> Issue 6 • February 7		<input type="checkbox"/>
<input type="checkbox"/> Issue 7 • February 14		<input type="checkbox"/>
<input type="checkbox"/> Issue 8 • February 21		<input type="checkbox"/>
<input type="checkbox"/> Issue 9 • February 28		<input type="checkbox"/>
<input type="checkbox"/> Issue 10 • March 6		<input type="checkbox"/>
<input type="checkbox"/> Issue 11 • March 13		<input type="checkbox"/>
<input type="checkbox"/> Issue 12 • March 20		<input type="checkbox"/>
<input type="checkbox"/> Issue 13 • March 27		<input type="checkbox"/>
<input type="checkbox"/> Issue 14 • April 3		<input type="checkbox"/>
<input type="checkbox"/> Issue 15 • April 10		<input type="checkbox"/>
<input type="checkbox"/> Issue 16 • April 17		<input type="checkbox"/>
<input type="checkbox"/> Issue 17 • April 24		<input type="checkbox"/>
<input type="checkbox"/> Issue 18 • May 1		<input type="checkbox"/>
<input type="checkbox"/> Issue 19 • May 8		<input type="checkbox"/>
<input type="checkbox"/> Issue 20 • May 15		<input type="checkbox"/>
<input type="checkbox"/> Issue 21 • May 22		<input type="checkbox"/>
<input type="checkbox"/> Issue 22 • May 29		<input type="checkbox"/>
<input type="checkbox"/> Issue 23 • June 5		<input type="checkbox"/>
<input type="checkbox"/> Issue 24 • June 12		<input type="checkbox"/>
<input type="checkbox"/> Issue 25 • June 19		<input type="checkbox"/>
<input type="checkbox"/> Issue 26 • June 26		<input type="checkbox"/>
<input type="checkbox"/> Issue 27 • July 2	<b>Thursday delivery.</b>	<input type="checkbox"/>
<input type="checkbox"/> Issue 28 • July 10		<input type="checkbox"/>
<input type="checkbox"/> Issue 29 • July 17		<input type="checkbox"/>
<input type="checkbox"/> Issue 30 • July 24		<input type="checkbox"/>
<input type="checkbox"/> Issue 31 • July 31		<input type="checkbox"/>
<input type="checkbox"/> Issue 32 • August 7		<input type="checkbox"/>
<input type="checkbox"/> Issue 33 • August 14		<input type="checkbox"/>
<input type="checkbox"/> Issue 34 • August 21		<input type="checkbox"/>
<input type="checkbox"/> Issue 35 • August 28		<input type="checkbox"/>
<input type="checkbox"/> Issue 36 • September 4		<input type="checkbox"/>
<input type="checkbox"/> Issue 37 • September 11		<input type="checkbox"/>
<input type="checkbox"/> Issue 38 • September 18		<input type="checkbox"/>
<input type="checkbox"/> Issue 39 • September 25		<input type="checkbox"/>
<input type="checkbox"/> Issue 40 • October 2		<input type="checkbox"/>
<input type="checkbox"/> Issue 41 • October 9		<input type="checkbox"/>
<input type="checkbox"/> Issue 42 • October 16		<input type="checkbox"/>
<input type="checkbox"/> Issue 43 • October 23		<input type="checkbox"/>
<input type="checkbox"/> Issue 44 • October 30		<input type="checkbox"/>
<input type="checkbox"/> Issue 45 • November 6		<input type="checkbox"/>
<input type="checkbox"/> Issue 46 • November 13		<input type="checkbox"/>
<input type="checkbox"/> Issue 47 • November 20		<input type="checkbox"/>
<input type="checkbox"/> Issue 48 • November 25	<b>Wednesday delivery.</b>	<input type="checkbox"/>
<input type="checkbox"/> Issue 49 • December 4		<input type="checkbox"/>
<input type="checkbox"/> Issue 50 • December 11		<input type="checkbox"/>
<input type="checkbox"/> Issue 51 • December 18		<input type="checkbox"/>
<input type="checkbox"/> Issue 52 • December 23	<b>Wednesday delivery.</b>	<input type="checkbox"/>
<input type="checkbox"/> Issue 53 • December 31	<b>Thursday delivery.</b>	<input type="checkbox"/>