



## ADVERTISING RATES

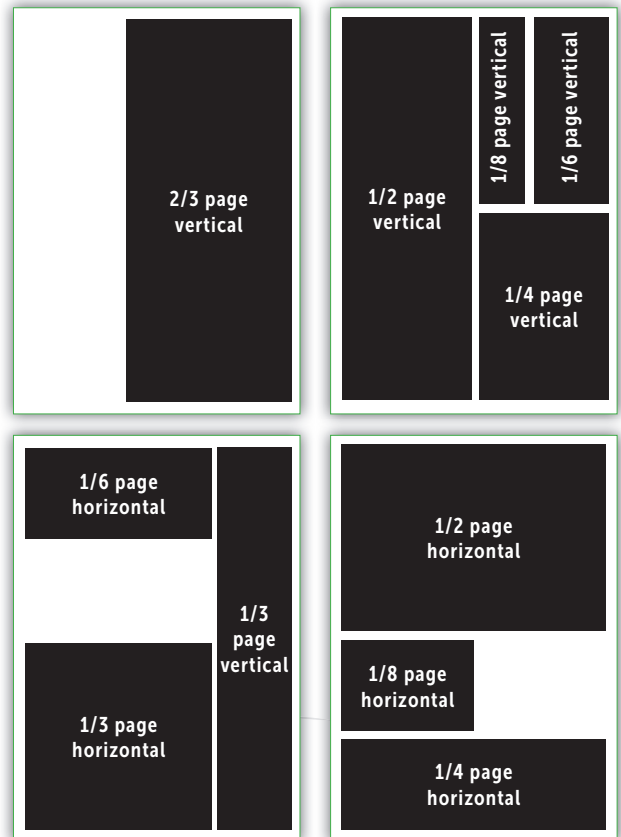
NUMBER OF ISSUES	EARLY SUMMER, LATE SUMMER, AUTUMN & WINTER ISSUE RATES & SIZES							PHILANTHROPY ISSUE RATES	
	1/8 PAGE	1/6 PAGE	1/4 PAGE	1/3 PAGE	1/2 PAGE	2/3 PAGE	FULL PAGE	1/2 PAGE	FULL PAGE
1x	\$463	\$598	\$832	\$1,047	\$1,295	\$1,554	\$2,034	\$849	\$1,414
2x	\$439	\$562	\$773	\$964	\$1,178	\$1,398	\$1,892	\$789	\$1,316
3x	\$395	\$483	\$658	\$886	\$1,107	\$1,216	\$1,588	\$735	\$1,218
4x or more	\$375	\$435	\$598	\$762	\$985	\$1,094	\$1,446	\$674	\$1,131

### AD DIMENSIONS, EARLY SUMMER, LATE SUMMER, AUTUMN & WINTER ISSUES

- 1/8 page horizontal = 3.375" w x 2.375" h
- 1/8 page vertical = 1.625" w x 4.875" h
- 1/6 page vertical = 2.125" w x 4.875" h
- 1/6 page horizontal = 4.625" w x 2.375" h
- 1/4 page vertical = 3.375" w x 4.875" h
- 1/4 page horizontal = 7" w x 2.375" h
- 1/3 page vertical = 2.125" w x 10" h
- 1/3 page horizontal = 4.625" w x 4.875" h
- 1/2 page vertical = 3.375" w x 10" h
- 1/2 page horizontal = 7" w x 4.875" h
- 2/3 page vertical = 4.625" w x 10" h
- Full page (bleed) = 8.625" w x 11" h live area = 7" x 10"
- Full page (no bleed) = 7" w x 10" h actual trim size = 8.375" x 10.75"

### AD DIMENSIONS FOR THE PHILANTHROPY ISSUE

- 1/2 page vertical = 3.125" w x 9.25" h
- 1/2 page horizontal = 6.5" w x 4.625" h
- Full page (bleed) = 7.75" w x 10.25" h live area = 6.5" x 9.25"
- Full page (no bleed) = 6.5" w x 9.25" h actual trim size = 7.5" x 10"



**SIGN UP NOW AND SAVE!**  
**(5% FOR SIGN-UP OR 10% FOR PRE-PAYMENT)**



### CONTACT INFORMATION

Business: \_\_\_\_\_

Ad Contact: \_\_\_\_\_

Tel: \_\_\_\_\_ Cell: \_\_\_\_\_

Email Address: \_\_\_\_\_

Street Address: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_

### AD SIZE & RATES

Please inquire about premium placement rates - availability is limited.

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### ISSUES

- Early Summer 2020 – published before May 4  
*(deadline April 3, 2020)*
- Late Summer 2020 – published before July 4  
*(deadline May 29, 2020)*
- Autumn 2020 – published before Labor Day  
*(deadline July 31, 2020)*
- Winter 2020 – published before Thanksgiving  
*(deadline October 16, 2020)*
- Philanthropy Issue 2021 – distributed all year - February release  
*FULL and HALF PAGE ONLY (deadline January 22, 2021)*

### NOTES

### COST INFORMATION

Ad Size: \_\_\_\_\_

Number of Regular Ads: \_\_\_\_\_

Price per Ad: \$ \_\_\_\_\_

Subtotal: \$ \_\_\_\_\_

Philanthropy Issue \$ \_\_\_\_\_

% Discount: \_\_\_\_\_%

Total Cost: \$ \_\_\_\_\_

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).