

2022 CIRCULATION

DOOR COUNTY LIVING IS DELIVERED EVERYWHERE.

FREE & Direct mailed to **EVERY**
Door County mailbox and
dropped at more than **750** locations

Ellison Bay/Gills Rock/Northport

40 Drop off locations
600 Mailboxes

Sister Bay

100 Drop off locations
1,340 Mailboxes

Ephraim

60 Drop off locations
220 Mailboxes

Fish Creek

115 Drop off locations
770 Mailboxes

Juddville

5 Drop off locations
50 delivered to drop off locations

Egg Harbor

85 Drop off locations
1,175 Mailboxes

Carlsville

7 Drop off locations

Washington Island

14 Drop off locations
520 Mailboxes

Baileys Harbor

45 Drop off locations
1,020 Mailboxes

Jacksonport

7 Drop off locations

Valmy/Institute

15 Drop off locations

Sturgeon Bay

230 Drop off locations
9,952 Mailboxes

Little Sturgeon/Brussels/Forestville

15 Drop off locations
1,381 Mailboxes

Algoma & Kewaunee

26 Drop off locations
150 Mailboxes

OVER
35,000 Copies*
OVER
750 Drop Off Locations
OVER
17,500 Mailboxes
Including over 750 out of county subscribers
*Reflects peak season circulation

door

COUNTY LIVING

920.839.2120

advertise@doorcountyliving.com

8142 highway 57, baileys harbor, wi 54202

doorcountypulse.com



Door County Living is a Peninsula Publishing & Distribution, Inc. company.



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

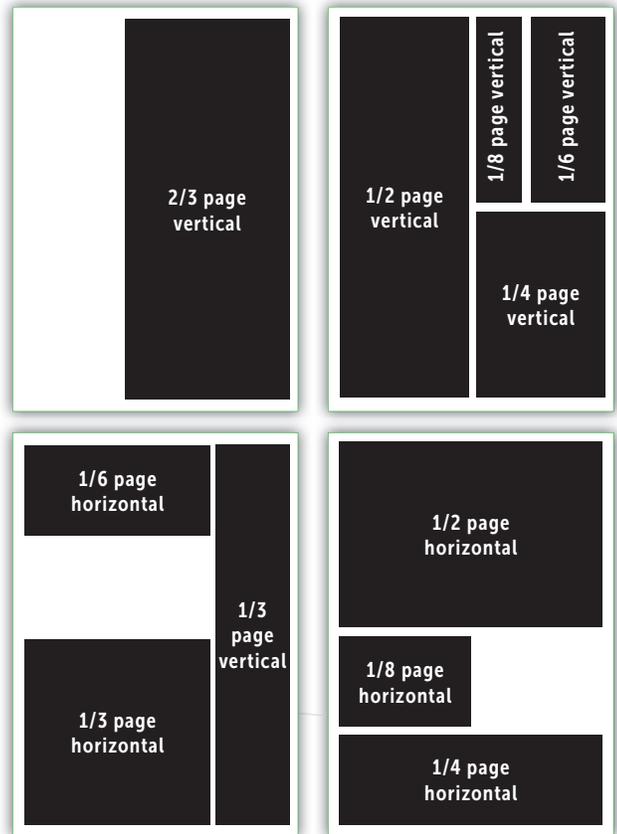
AD DIMENSIONS:

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"

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!
(10% FOR SIGN-UP OR 15% FOR PRE-PAYMENT)



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: \$ _____

AD SIZE & RATES

Please inquire about premium placement rates - availability is limited.

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ISSUES

- Autumn 2021 – published before Labor Day
(deadline August 4, 2021)
- Winter 2021 – published before Thanksgiving
(deadline October 20, 2021)
- Philanthropy Issue 2022 – distributed all year - April release
FULL and Half PAGE ONLY (deadline March 16, 2022)
- Early Summer 2022 – published before May 7
(deadline April 6, 2022)
- Late Summer 2022 – published before July 4
(deadline June 8, 2022)
- Autumn 2022 – published before Labor Day
(deadline August 3, 2022)
- Winter 2022 – published before Thanksgiving
(deadline October 19, 2022)

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).

NOTES