

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

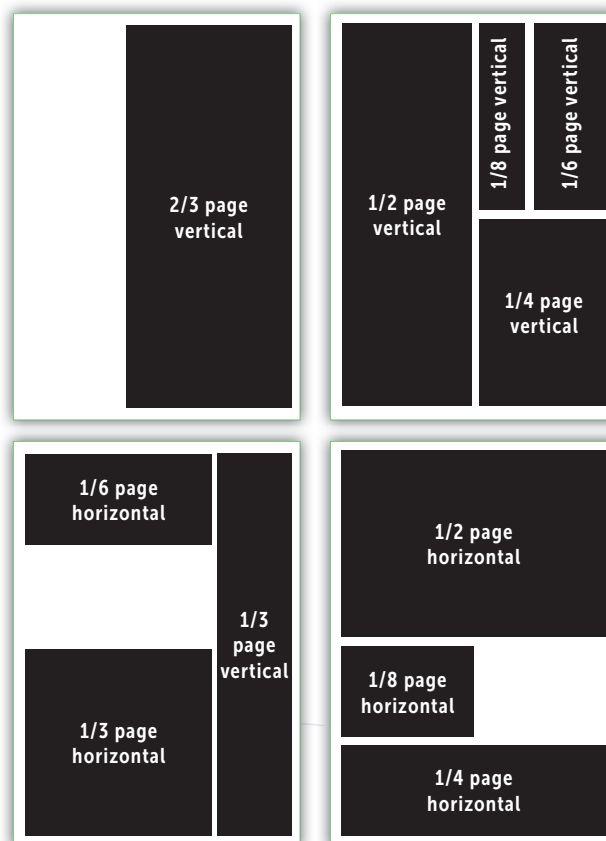
### AD DIMENSIONS:

#### 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