

2022 CIRCULATION

THE PENINSULA PULSE HAS DOOR COUNTY COVERED EVERY WEEK ALL YEAR.



Ellison Bay/Gills Rock/Northport

40 Drop off locations
750 delivered to drop off locations
600 Mailboxes
1,350 TOTAL Pulses delivered

Sister Bay

100 Drop off locations
1,750 delivered to drop off locations
1,340 Mailboxes
3,090 TOTAL Pulses delivered

Ephraim

60 Drop off locations
500 delivered to drop off locations
220 Mailboxes
770 TOTAL Pulses delivered

Fish Creek

115 Drop off locations
1,600 delivered to drop off locations
770 Mailboxes
2,400 TOTAL Pulses delivered

Juddville

5 Drop off locations
50 delivered to drop off locations
50 TOTAL Pulses delivered

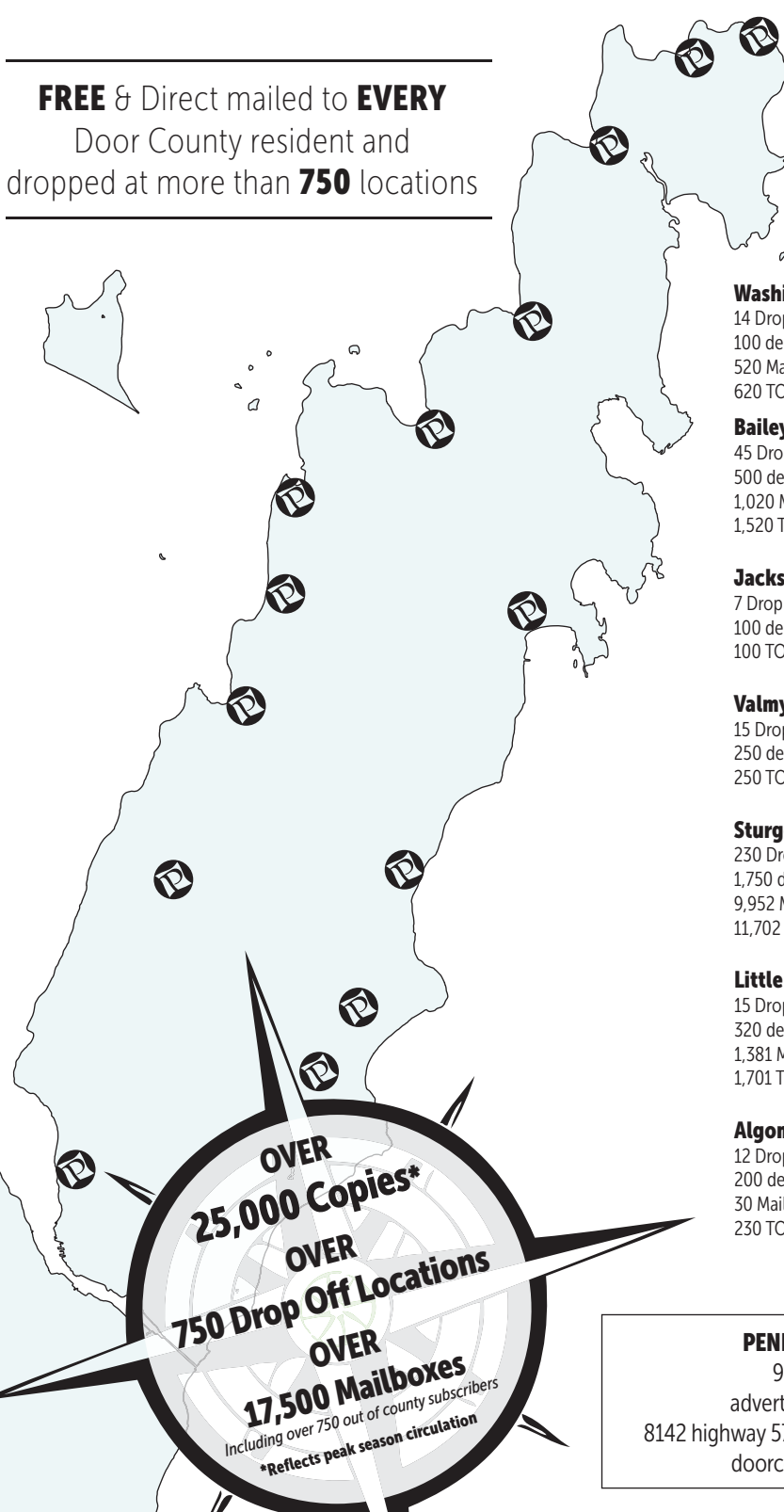
Egg Harbor

85 Drop off locations
1,250 delivered to drop off locations
1,175 Mailboxes
2,425 TOTAL Pulses delivered

Carlsville

7 Drop off locations
100 delivered to drop off locations
100 TOTAL Pulses delivered

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



Washington Island

14 Drop off locations
100 delivered to drop off locations
520 Mailboxes
620 TOTAL Pulses delivered

Baileys Harbor

45 Drop off locations
500 delivered to drop off locations
1,020 Mailboxes
1,520 TOTAL Pulses delivered

Jacksonport

7 Drop off locations
100 delivered to drop off locations
100 TOTAL Pulses delivered

Valmy/Institute

15 Drop off locations
250 delivered to drop off locations
250 TOTAL Pulses delivered

Sturgeon Bay

230 Drop off locations
1,750 delivered to drop off locations
9,952 Mailboxes
11,702 TOTAL Pulses delivered

Little Sturgeon/Brussels/Forestville

15 Drop off locations
320 delivered to drop off locations
1,381 Mailboxes
1,701 TOTAL Pulses delivered

Algoma

12 Drop off locations
200 delivered to drop off locations
30 Mailboxes
230 TOTAL Pulses delivered

OVER
25,000 Copies*

OVER
750 Drop Off Locations

OVER
17,500 Mailboxes

Including over 750 out of county subscribers
*Reflects peak season circulation

**Serving our
community
since 1996.**

PENINSULA PULSE

920.839.2121

advertise@ppulse.com

8142 highway 57, baileys harbor, wi 54202

doorcountypulse.com



Peninsula Pulse is a Peninsula Publishing & Distribution, Inc. company.

2022 CALENDAR

doorcountypulse.com

JANUARY							FEBRUARY							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1			1	2	3	4	5			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28						27	28	29	30	31		
30	31																			

APRIL							MAY							JUNE						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2	1	2	3	4	5	6	7				1	2	3	4
3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11
10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18
17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25
24	25	26	27	28	29	30	29	30	31					26	27	28	29	30		

JULY							AUGUST							SEPTEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2		1	2	3	4	5	6				1	2	3	
3	4	5	6	7	8	9	7	8	9	10	11	12	13	4	5	6	7	8	9	10
10	11	12	13	14	15	16	14	15	16	17	18	19	20	11	12	13	14	15	16	17
17	18	19	20	21	22	23	21	22	23	24	25	26	27	18	19	20	21	22	23	24
24	25	26	27	28	29	30	28	29	30	31				25	26	27	28	29	30	
						31														

OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1			1	2	3	4	5				1	2	3	
2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10
9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24
23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31
30	31																			

CONTACT US.

YOUR KEY TO SUBMITTING INFO:

pr@doorcountypulse.com

- event calendar listings
- press releases
- gallery guide entries
- photo submissions
- online service directories









letters@doorcountypulse.com

- letters to the editor
- general company correspondence
- story ideas

other useful addresses

- advertise@doorcountypulse.com
- classifieds@doorcountypulse.com
- subscribe@doorcountypulse.com
- literature@doorcountypulse.com
- news@doorcountypulse.com
- editor@doorcountypulse.com

Deadlines are always noon one week prior to the release of the print edition of the Pulse. Please inquire about advertising deadlines for Door County Living issues and Special issues.

-  Peninsula Pulse Issue Dates
-  Peninsula Pulse Sustainability Issue
-  Peninsula Pulse Graduation Issue
-  Peninsula Pulse Live Music Issue
-  Door County Living Issue Dates
-  Door Wedding Issue Date
-  Door County Living Philanthropy Issue Date
-  8142 Review

INVESTING IN AND SERVING OUR
COMMUNITY SINCE 1996.

EFFECTIVE JANUARY 1, 2022

CONTACT INFORMATION

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

COST INFORMATION

Dimensions: _____
 Column Inches: _____ x 21.00 \$ _____
 Color (Column Inches): _____ x \$9.00 \$ _____
 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

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PLEASE INQUIRE ABOUT SPECIAL RATES OR PACKAGES

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

**Serving our
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RECORDING OUR TIME. EVERY WEEK ALL YEAR.

DISCOUNTS

- Discounts are cumulative.
- Maximum discount = 30% off.
- Discounts apply to all ads except those under the 1/5 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: \$1,105.00
- Full page color: \$1,185.00
- 4/5 page BW: \$820.00
- 4/5 page color: \$910.00
- 1/2 Page BW - \$595.00
- 1/2 Page Color - \$685.00
- 2/5 page BW: \$415.00
- 2/5 page color: 505.00
- 1/4 Page BW - \$290.00
- 1/4 Page Color - \$385.00
- 1/5 page BW: \$218.00
- 1/5 page color: \$312.00

FIFTH PAGE DEAL*

- 25% discount for 22 issues or more
- 30% discount for 42 issues or more

PREMIUM AD RATES**

- Front page section 1: \$795.00 (Extra Tall \$995)
- Front page section 2 and up: \$615.00 (Extra Tall \$795)
- Full page back page: \$1,300.00
- 4/5 page back page: \$980.00
- 2/5 page back page: \$555.00
- 1/5 page back page: \$330.00

**Ask an advertising representative about discounts for premium placement ads.



DIMENSIONS:

1/5 page
4.75" wide x 8.5" tall, 6.5" wide x 6" tall, or 9.88" wide x 4" tall

1/4 page
4.75" wide x 10" tall, 6.5" wide x 7.5" tall or 9.88" wide x 5" tall

2/5 page
4.75" wide x 17" tall or 6.5" wide x 12" tall or 9.88" wide x 8.5" tall

1/2 page
4.75" wide x 21.5" tall or 9.88" wide x 10" tall

4/5 page
9.88" wide x 17" tall

Full page
9.88" wide x 21.5" tall (64.5 total column inches)

Front Page Section 1
8.88" wide x 8.5" tall or 8.88" wide x 10" tall (additional \$200)

Front Page of Section 2 and up
Dimensions: 9.88" wide x 8.5" tall or 8.88" wide x 10" tall (additional \$180)

one column inch
3.125 inches wide by 1 inch tall
\$21.00 per column inch
\$9 to add full color per column inch (\$90 maximum)

Column Inches	2022 Rates	With Color
1	\$21.00	\$30.00
2	\$42.00	\$60.00
3	\$63.00	\$90.00
4	\$84.00	\$120.00
5	\$105.00	\$150.00
6	\$126.00	\$180.00
7	\$147.00	\$210.00
8	\$168.00	\$240.00
9	\$189.00	\$270.00
10	\$210.00	\$300.00
11	\$231.00	\$321.00
12	\$252.00	\$342.00
13	\$273.00	\$363.00
14	\$294.00	\$384.00
15	\$315.00	\$405.00
16	\$336.00	\$426.00
17	\$357.00	\$447.00
18	\$378.00	\$468.00
19	\$399.00	\$489.00
20	\$420.00	\$510.00
21	\$441.00	\$531.00
22	\$462.00	\$552.00
23	\$483.00	\$573.00
24	\$504.00	\$594.00
25	\$525.00	\$615.00
26	\$546.00	\$636.00
27	\$567.00	\$657.00
28	\$588.00	\$678.00
29	\$609.00	\$699.00
30	\$630.00	\$720.00
31	\$651.00	\$741.00
32	\$672.00	\$762.00
33	\$693.00	\$783.00
34	\$714.00	\$804.00
35	\$735.00	\$825.00
36	\$756.00	\$846.00
37	\$777.00	\$867.00
38	\$798.00	\$888.00
39	\$819.00	\$909.00
40	\$840.00	\$930.00
41	\$861.00	\$951.00
42	\$882.00	\$972.00
43	\$903.00	\$993.00
44	\$924.00	\$1,014.00
45	\$945.00	\$1,035.00
46	\$966.00	\$1,056.00
47	\$987.00	\$1,077.00
48	\$1,008.00	\$1,098.00
49	\$1,029.00	\$1,119.00
50	\$1,050.00	\$1,140.00
51	\$1,071.00	\$1,161.00
52	\$1,092.00	\$1,182.00
53	\$1,113.00	\$1,203.00
54	\$1,134.00	\$1,224.00
55	\$1,155.00	\$1,245.00
56	\$1,176.00	\$1,266.00
57	\$1,197.00	\$1,287.00
58	\$1,218.00	\$1,308.00
59	\$1,239.00	\$1,329.00
60	\$1,260.00	\$1,350.00
61	\$1,281.00	\$1,371.00
62	\$1,302.00	\$1,392.00
63	\$1,323.00	\$1,413.00
64	\$1,344.00	\$1,434.00