

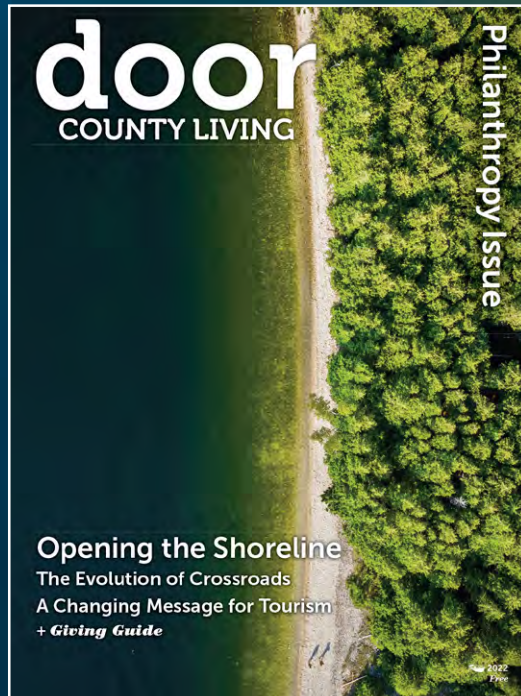
A scenic sunset over a lake. On the left, a steep, rocky cliff is covered with green trees and shrubs. In the center, a person stands on a paddleboard, holding a paddle with both hands outstretched. The water is calm, reflecting the golden light of the sunset. The sky is filled with soft, orange and yellow clouds. The overall mood is peaceful and serene.

*Celebrating our community's culture and lifestyle*

# door

COUNTY LIVING





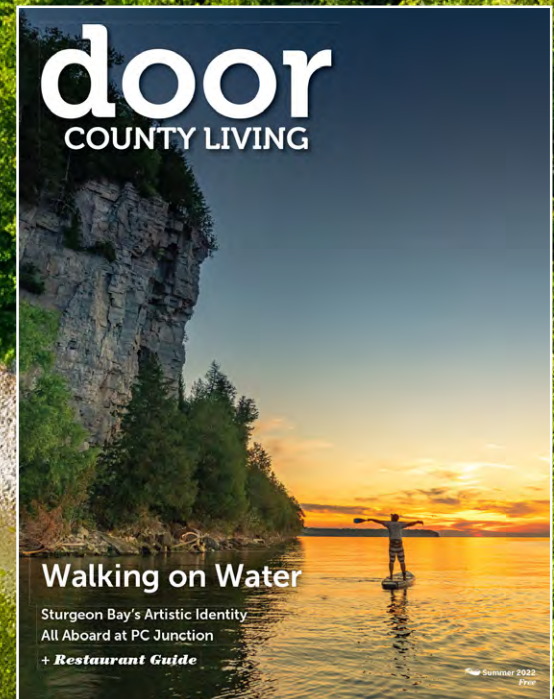
Philanthropy 2022



Early Summer 2022



Autumn 2021



Late Summer 2022



Winter 2021





*Our Readers are your customers.*

Year round residents, seasonal residents, and visitors!

5 issues per year • **35,000** copies per issue • Delivered to **every mailbox** in Door County • Delivered to **750** locations

Reach your audience. Make an impact. Advertise in Door County Living

**DOOR COUNTY LIVING IS  
DELIVERED EVERYWHERE.**

**OVER  
35,000 Copies\***  
**OVER  
750 Drop Off Locations**  
**OVER  
17,500 Mailboxes**  
\*Reflects peak season circulation

**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

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Door County Living



## ISSUES

**Autumn 2022** – published before Labor Day

*(deadline August 3, 2022)*

**Winter 2022** – published before Thanksgiving

*(deadline October 19, 2022)*

**Philanthropy Issue 2023** – April release

*FULL and Half PAGE ONLY (deadline March 15, 2023)*

**Early Summer 2023** – published before May 6

*(deadline April 5, 2023)*

**Late Summer 2023** – published before July 4

*(deadline June 8, 2023)*

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## AD SIZE & RATES

# OF ISSUES	EARLY SUMMER, LATE SUMMER, AUTUMN & WINTER							PHILANTHROPY	
	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
<b>1X</b>	\$486	\$628	\$873	\$1,100	\$1,359	\$1,631	\$2,135	\$891	\$1,485
<b>2X</b>	\$461	\$590	\$812	\$1,012	\$1,237	\$1,468	\$1,986	\$829	\$1,382
<b>3X</b>	\$414	\$507	\$691	\$930	\$1,162	\$1,276	\$1,667	\$771	\$1,279
<b>4X +</b>	\$394	\$457	\$628	\$801	\$1,035	\$1,149	\$1,518	\$708	\$1,188

*Please inquire about premium placement rates - availability is limited.*





### AD DIMENSIONS:

EARLY SUMMER, LATE SUMMER, AUTUMN & WINTER ISSUES

**1/8 page** horizontal = 3.375" w x 2.375" h **OR** vertical = 1.625" w x 4.875" h

**1/6 page** vertical = 2.125" w x 4.875" h **OR** horizontal = 4.625" w x 2.375" h

**1/4 page** vertical = 3.375" w x 4.875" h **OR** horizontal = 7" w x 2.375" h

**1/3 page** vertical = 2.125" w x 10" h **OR** horizontal = 4.625" w x 4.875" h

**1/2 page** vertical = 3.375" w x 10" h **OR** 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 **OR** 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"

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### CONTACT INFORMATION

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

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

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

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

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

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

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

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

### AD SIZE & RATES

NUMBER OF ISSUES	EARLY SUMMER, LATE SUMMER, AUTUMN & WINTER ISSUE RATES & SIZES							PHILANTHROPY ISSUE RATES	
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4x or more	\$394	\$457	\$628	\$801	\$1,035	\$1,149	\$1,518	\$708	\$1,188

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### NOTES

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).



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(deadline June 7, 2023)

### COST INFORMATION

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

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

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

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

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

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

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

Locally owned and operated, Door County Living celebrates the lives, experiences and history of our community.

DCL ADVERTISING REPRESENTATIVE

DATE

ADVERTISER'S SIGNATURE

DATE