

## Reach your audience. Make an impact.

tel: 920.839.2120 | fax: 920.839.2929 | email: advertise@doorcountyliving.com | website: doorcountypulse.com | office: 8142 highway 57, baileys harbor, wi 54202

### 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	
	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	\$498	\$644	\$895	\$1,127	\$1,393	\$1,672	\$2,189	\$914	\$1,522
2x	\$473	\$605	\$832	\$1,037	\$1,268	\$1,505	\$2,036	\$849	\$1,416
3x	\$425	\$520	\$708	\$954	\$1,191	\$1,308	\$1,709	\$791	\$1,311
4x or more	\$404	\$468	\$644	\$821	\$1,060	\$1,178	\$1,556	\$725	\$1,218

Please inquire about premium placement or 2-page spread rates. Availability is limited.

### 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).

### ISSUES

- Autumn 2023 – published before Labor Day  
*(deadline August 3, 2023)*
- Winter 2023 – published before Thanksgiving  
*(deadline October 18, 2023)*
- Philanthropy Issue 2024 – distributed all year - April release  
*FULL and Half PAGE ONLY (deadline March 13, 2024)*
- Early Summer 2024 – published before May 6  
*(deadline April 3, 2024)*
- Late Summer 2024 – published before July 4  
*(deadline May 29, 2024)*

### 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



### 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 • actual trim size = 8.375" x 10.75" • live area = 7" x 10"  
**Full page** (no bleed) = actual trim size = 8.375" x 10.75" • live area = 7" w x 10" h  
**2 page spread** (bleed) = 17" w x 11" h • actual trim size = 16.75" x 10.75" • live area = 7" x 10" (on each page)

#### 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"  
**2 Page spread** (bleed) = 15.25" w x 10.25" h • actual trim size = 15" x 10" • live area = 6.5" x 9.25" (on each page)