

# 2024 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

**Serving our  
community  
since 1996.**

**OVER  
25,000 Copies\***

**OVER  
750 Drop Off Locations**

**OVER  
17,500 Mailboxes**

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

### 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.

# 2024 CALENDAR

doorcountypulse.com

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

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

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

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

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

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

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

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

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

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

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

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

## CONTACT US.

### YOUR KEY TO SUBMITTING INFO:

[pr@doorcountypulse.com](mailto:pr@doorcountypulse.com)

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

[letters@doorcountypulse.com](mailto:letters@doorcountypulse.com)

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

### other useful addresses

[advertise@doorcountypulse.com](mailto:advertise@doorcountypulse.com)  
[classifieds@doorcountypulse.com](mailto:classifieds@doorcountypulse.com)  
[subscribe@doorcountypulse.com](mailto:subscribe@doorcountypulse.com)  
[literature@doorcountypulse.com](mailto:literature@doorcountypulse.com)  
[news@doorcountypulse.com](mailto:news@doorcountypulse.com)  
[editor@doorcountypulse.com](mailto: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.

- 0 Peninsula Pulse Issue Dates
- 0 Peninsula Pulse Sustainability Issue
- 0 Peninsula Pulse Graduation Issue
- 0 Peninsula Pulse Live Music Issue
- 0 Door County Living Issue Dates
- 0 Door Wedding Issue Date
- 0 Door County Living Philanthropy Issue Date
- 0 8142 Review

## INVESTING IN AND SERVING OUR COMMUNITY SINCE 1996.

**EFFECTIVE SEPTEMBER 1, 2023**

**CONTACT INFORMATION**

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

**COST INFORMATION**

Dimensions: \_\_\_\_\_  
 Column Inches: \_\_\_\_\_ x 21.70 \$  
 Color (Column Inches): \_\_\_\_\_ x \$10.00 \$  
 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

PLEASE INQUIRE ABOUT SPECIAL RATES OR PACKAGES

**Serving our  
community  
since 1996.**

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

8142 highway 57, baileys harbor, wi 54202 • tel: 920.839.2121 • fax: 920.839.2929 • advertise@doorcountypulse.com • doorcountypulse.com

**Serving our  
community  
since 1996.**

# 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: \$1,160.00
- Full page color: \$1,250.00
- 4/5 page BW: \$900.00
- 4/5 page color: \$995.00
- 1/2 Page BW - \$655.00
- 1/2 Page Color - \$750.00
- 2/5 page BW: \$460.00
- 2/5 page color: \$545.00
- 1/4 Page BW - \$325.00
- 1/4 Page Color - \$415.00
- 1/5 page BW: \$245.00
- 1/5 page color: \$335.00

**FIFTH PAGE DEAL\***

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

**PREMIUM AD RATES\*\***

**Front page section of sections:**  
*Limited Availability please inquire*

- Full page back page:** \$1,375.00
- 4/5 page back page:** \$1,095.00
- 2/5 page back page:** \$595.00
- 1/5 page back page:** \$360.00

\*\*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 17.25" 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 17.25" 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  
\$21.70 per column inch  
\$10.00 to add full color per column inch (\$100 maximum)

Column Inches	2023 Rates	With Color
1	\$21.70	\$31.70
2	\$43.40	\$63.40
3	\$65.10	\$95.10
5	\$108.50	\$158.50
4	\$86.80	\$126.80
6	\$130.20	\$190.20
7	\$151.90	\$221.90
8	\$173.60	\$253.60
9	\$195.30	\$285.30
10	\$217.00	\$317.00
11	\$238.70	\$338.70
12	\$260.40	\$360.40
13	\$282.10	\$382.10
14	\$303.80	\$403.80
15	\$325.50	\$425.50
16	\$347.20	\$447.20
17	\$368.90	\$468.90
18	\$390.60	\$490.60
19	\$412.30	\$512.30
20	\$434.00	\$534.00
21	\$455.70	\$555.70
22	\$477.40	\$577.40
23	\$499.10	\$599.10
24	\$520.80	\$620.80
25	\$542.50	\$642.50
26	\$564.20	\$664.20
27	\$585.90	\$685.90
28	\$607.60	\$707.60
29	\$629.30	\$729.30
30	\$651.00	\$751.00
31	\$672.70	\$772.70
32	\$694.40	\$794.40
33	\$716.10	\$816.10
34	\$737.80	\$837.80
35	\$759.50	\$859.50
36	\$781.20	\$881.20
37	\$802.90	\$902.90
38	\$824.60	\$924.60
39	\$846.30	\$946.30
40	\$868.00	\$968.00
41	\$889.70	\$989.70
42	\$911.40	\$1,011.40
43	\$933.10	\$1,033.10
44	\$954.80	\$1,054.80
45	\$976.50	\$1,076.50
46	\$998.20	\$1,098.20
47	\$1,019.90	\$1,119.90
48	\$1,041.60	\$1,141.60
49	\$1,063.30	\$1,163.30
50	\$1,085.00	\$1,185.00
51	\$1,106.70	\$1,206.70
52	\$1,128.40	\$1,228.40
53	\$1,150.10	\$1,250.10
54	\$1,171.80	\$1,271.80
55	\$1,193.50	\$1,293.50
56	\$1,215.20	\$1,315.20
57	\$1,236.90	\$1,336.90
58	\$1,258.60	\$1,358.60
59	\$1,280.30	\$1,380.30
60	\$1,302.00	\$1,402.00
61	\$1,323.70	\$1,423.70
62	\$1,345.40	\$1,445.40
63	\$1,367.10	\$1,467.10
64	\$1,388.80	\$1,488.80