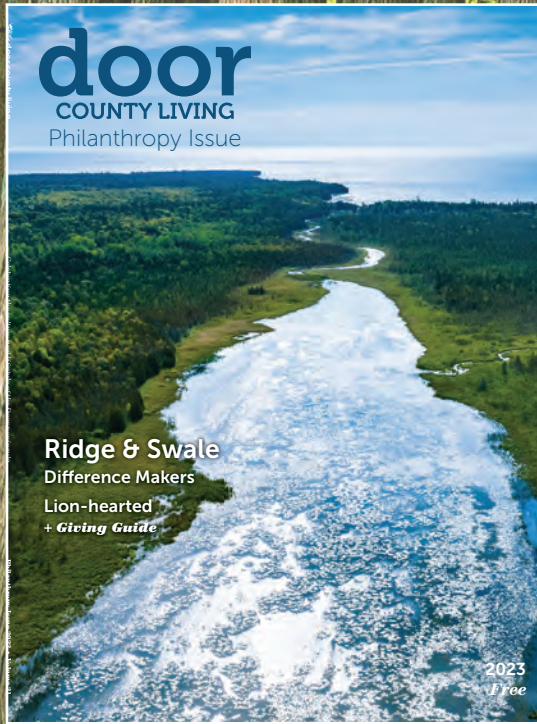


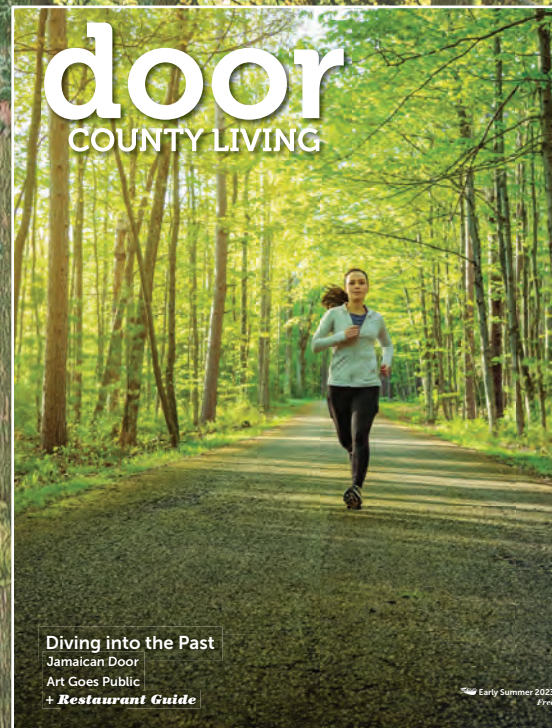
Celebrating our community's culture and lifestyle



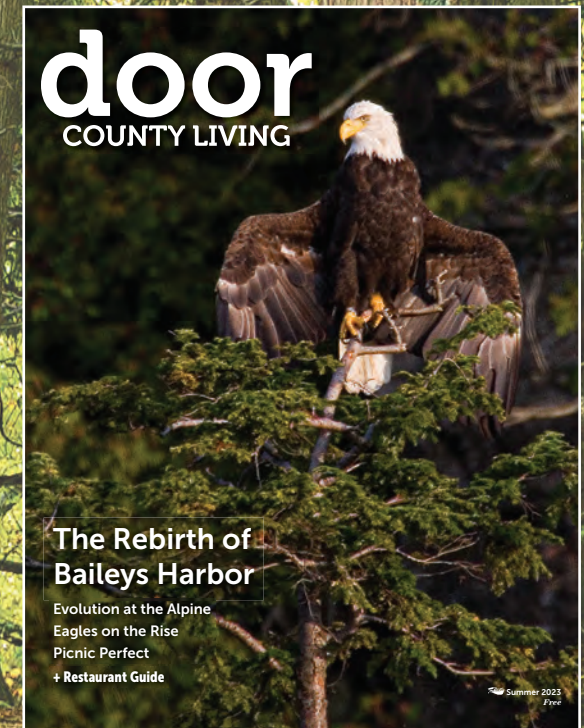
door
COUNTY LIVING



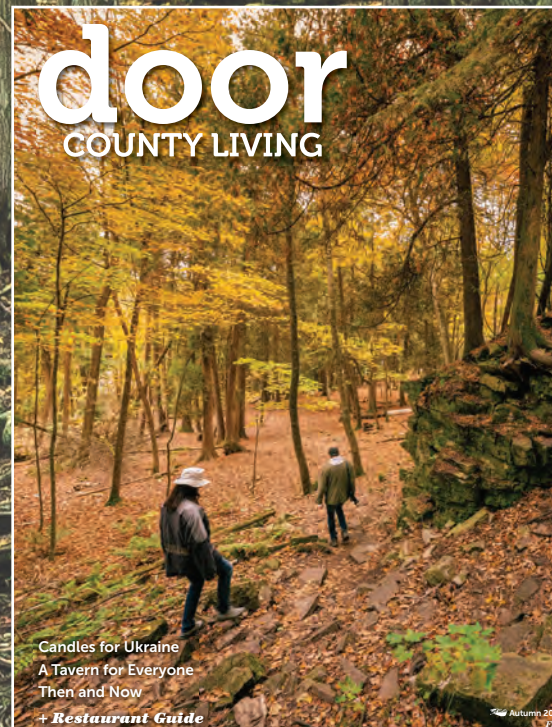
Philanthropy 2023



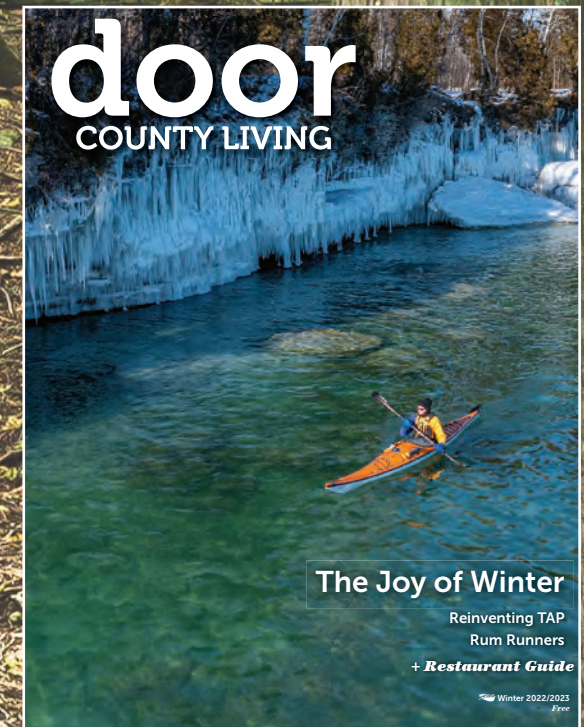
Early Summer 2023



Late Summer 2023



Autumn 2022



Winter 2022

A warm, dimly lit bar scene with patrons and bartenders. The bar is filled with various bottles of liquor and glasses. A chalkboard menu is visible on the left wall, listing oysters and other items. The atmosphere is cozy and inviting.

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
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OVER
750 Drop Off Locations
OVER
17,500 Mailboxes
*Reflects peak season circulation

Ellison Bay/Gills Rock/Northport

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Sister Bay

100 Drop off locations
1,340 Mailboxes

Baileys Harbor

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Fish Creek

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Valmy/Institute

15 Drop off locations

Juddville

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Sturgeon Bay

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Carlsville

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Algoma & Kewaunee

26 Drop off locations
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ISSUES

Winter 2023 – published before Thanksgiving

(deadline October 18, 2023)

Philanthropy Issue 2024 – 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)

Autumn 2024– published before Labor Day

(deadline July 31, 2024)

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
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 +	\$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

RATES EFFECTIVE JANUARY 1, 2023

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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)

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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
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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).



Door County Living is a Peninsula Publishing & Distribution, Inc. company.

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(deadline July 31, 2024)

COST INFORMATION

Ad Size: _____

Number of Regular Ads: _____

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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