

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	\$523	\$676	\$940	\$1,183	\$1,463	\$1,756	\$2,298	\$959	\$1,598
2x	\$496	\$635	\$874	\$1,089	\$1,332	\$1,580	\$2,138	\$892	\$1,487
3x	\$446	\$546	\$744	\$1,001	\$1,251	\$1,374	\$1,794	\$830	\$1,376
4x or more	\$424	\$492	\$676	\$862	\$1,113	\$1,236	\$1,634	\$762	\$1,279

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

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)

Autumn 2024 – published before Labor Day
(deadline July 31, 2024)

Winter 2024 – published before Thanksgiving
(deadline October 16, 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



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

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)