

Washington Island Observer



1253 Main Road, Washington Island, WI 54246 | 920-847-2661 | office@washingtonislandobserver.com

2026 MEDIA KIT

WASHINGTON ISLAND OBSERVER

"Door County's ONLY Island Newspaper"

Read by year-round residents, seasonal residents, and tourists

Award-winning newspaper

Circulation: 25% Island residents, 75% off-Island visitors

Published 31 times throughout the year

Subscriptions +/- 1,100

Distribution +/- 4,000

Single Sales +/- 2,500

Cost-effective advertising rates help reach your targeted audiences

Observer readers are appreciative and loyal, supporting Island businesses

Advertising in the Observer not only promotes your business to new and repeat customers, it also supports our unique island community!

Observer profits help support community services throughout Washington Island.



**AD, ARTICLE AND PHOTO
SUBMISSIONS DUE BY NOON
ON THE TUESDAY THE WEEK PRIOR
TO PUBLICATION DATE!**

PUBLICATION DATES 2025

DEADLINE	PUBLISH DATE
JAN 15	JAN 6
JAN 29	JAN 20
FEB 12	FEB 3
MAR 5	FEB 24
MAR 19	MAR 10
APR 2	MAR 24
APR 16	APRIL 7
APR 30	APR 21
MAY 14	MAY 5
MAY 28	MAY 19

WEEKLY ISSUES START

JUNE 11	JUNE 2
JUNE 18	JUNE 9
JUNE 25	JUNE 16
JULY 2	JUNE 23
JULY 9	June 30
JULY 16	JULY 7
JULY 23	JULY 14
JULY 30	JULY 21
AUG 06	JULY 28
AUG 13	AUG 4
AUG 20	AUG 11
AUG 27	AUG 18
SEP 3	AUG 25

WEEKLY ISSUES END

SEP 17	SEP 8
OCT 1	SEP 22
OCT 15	OCT 6
OCT 29	OCT 20
NOV 12	NOV 3
NOV 26	NOV 17
DEC 10	DEC 1
DEC 24	DEC 15

SPECIFICATION REQUESTS

Format: PDF files

Embed: fonts and images

AD SUBMISSION

Email: ads@washingtonislandobserver.com

Mail: Flash drives may be mailed or dropped off at the
Observer Office.

In-house design services are available for \$30/hour, with a
half-hour minimum (includes changes to existing ads).

Additional \$15 late charge for ads and/or changes submitted
after deadline.

*All advertising subject to approval by the Washington Island
Observer. The Observer is not responsible for typographical
errors in approved proofs, print-ready ads, or electronically
sent ad materials.*

Washington Island Observer

1253 Main Road, Washington Island, WI 54246

Phone: (920) 847-2661

Ads Email: ads@washingtonislandobserver.com

Editor Email (article/photo submission):

editor@washingtonislandobserver.com

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AD SIZES + RATES 2026

Effective January 1, 2026

PRICE PER COLUMN INCH (BLACK & WHITE)

Annual Ad Price (31 issues) \$4.90 per column inch **Seasonal**

Ad Price (13-19 issues) \$5.28 per column inch **Occasional Ad**

Price (12 or less issues) \$6.77 per column inch

AD DIMENSIONS	ANNUAL AD PRICE	SEASONAL AD PRICE	OCCASIONAL AD PRICE
1 COLUMN WIDE (2.25 INCHES) PRICE PER ISSUE			
2.25 x 1 inch	\$4.90	\$5.28	\$6.77
2.25 x 2 inches	\$9.79	\$10.56	\$13.53
2.25 x 3 inches	\$14.70	\$17.42	\$20.30
2.25 x 4 inches	\$19.58	\$21.15	\$27.06
2.25 x 5 inches	\$24.50	\$26.40	\$33.83
2 COLUMNS WIDE (4.75 INCHES) PRICE PER ISSUE			
4.75 x 1 inch	\$9.79	\$10.56	\$13.53
4.75 x 2 inches	\$19.58	\$21.12	\$27.06
4.75 x 3 inches	\$29.37	\$31.68	\$40.59
4.75 x 4 inches	\$39.16	\$42.24	\$54.12
4.75 x 5 inches	\$48.95	\$52.80	\$67.65
4.75 x 6 in (quarter page)	\$58.74	\$63.36	\$81.18
3 COLUMNS WIDE (7 INCHES) PRICE PER ISSUE			
7 x 1 inch	\$14.69	\$15.84	\$20.30
7 x 2 inches	\$29.37	\$31.68	\$40.59
7 x 3 inches	\$44.10	\$47.52	\$60.89
7 x 4 inches	\$58.74	\$53.36	\$81.20
4 COLUMNS WIDE (9.50 INCHES) PRICE PER ISSUE			
9.5 x 6 inches (half page)	\$117.48	\$126.72	\$162.36
9.5 x 12 inches (full page)	\$234.96	\$253.44	\$324.72
BACK PAGE ADS PRICE PER ISSUE			
6 x 4.5 in (half back page)	\$121.20	\$131.16	\$168.22
6 x 9.5 in (full back page)	\$242.35	\$262.31	\$336.11
COLOR ADS PRICE PER ISSUE			
6 x 4.5 in (half back page)		\$237.60	
6 x 9.5 in (full back page)		\$594.00	

2026 AD CONTRACT

WASHINGTON ISLAND OBSERVER

YES! I want to take advantage of the Washington Island Observer's reasonable rates to directly reach thousands of residents and visitors in 2025. The same low price includes your advertisement in both the print and digital versions of the Observer. Return your advertising contract by the first week of January to receive 5% off your first ad!

☐ Annual Ad (all 31 issues in 2025) at \$4.90 per column inch. **BEST DEAL!**

☐ Seasonal Ad (13-19 issues in 2025) at \$5.28 per column inch.

CONTRACT START DATE: _____ END DATE: _____

BUSINESS NAME _____

ADDRESS _____

CONTACT NAME _____

PHONE NUMBER _____

EMAIL _____

PAYMENT METHOD: CHECK ☐ CASH ☐ CREDIT CARD ☐

BILLING METHOD: MONTHLY ☐ SEMI-ANNUALLY ☐ ANNUALLY ☐

INVOICE PREFERENCE: EMAIL ☐ MAIL ☐

PRINT NAME _____

SIGNATURE _____ DATE _____