

Washington Island Observer

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

2021 MEDIA KIT WASHINGTON ISLAND OBSERVER

"Door County's ONLY Island Newspaper"

- Read by year-round residents, seasonal residents + tourists
- Circulation: 25% Island residents, 75% off-Island visitors + Door County-lovers
- Published 30 times throughout the year
- Subscriptions = +/- 1,000
- Distribution = +/- 4,000
- Single sales = +/- 2,500
- Cost-effective advertising rates help reach your targeted audiences
- Observer readers are appreciative and loyal, supporting businesses that support the Island



Photos ©2020 Edgar Anderson

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.

Washington Island Observer

PUBLICATION DATES 2021

DEADLINE	HOLIDAY EVENT	PUBLICATION DATE
JAN 7		JAN 14
JAN 21		JAN 28
FEB 4		FEB 11
FEB 18		FEB 25
MAR 4		MAR 11
MAR 18	EASTER ISSUE	MAR 25
APR 8		APR 15
APR 22		APR 29
MAY 6		MAY 13
MAY 20	MEMORIAL DAY ISSUE	MAY 27
JUN 3		JUN 10

DEADLINE	HOLIDAY EVENT	PUBLICATION DATE
(WEEKLY ISSUES START)		
JUN 17		JUN 24
JUN 24		JUL 1
JUL 1		JUL 8
JUL 8		JUL 15
JUL 15		JUL 22
JUL 22		JUL 29
JUL 29		AUG 5
AUG 5	ISLAND FAIR ISSUE	AUG 12
AUG 12		AUG 19
AUG 20	DDBBQ ISSUE	AUG 26
AUG 26	LABOR DAY ISSUE	SEPT 2

DEADLINE	HOLIDAY EVENT	PUBLICATION DATE
(WEEKLY ISSUES END)		
SEP 9		SEP 16
SEP 23	HARVEST WKND ISSUE	SEP 30
OCT 7		OCT 14
OCT 21		OCT 28
NOV 4		NOV 11
NOV 18	THANKSGIVING ISSUE	NOV 25
DEC 2		DEC 9
DEC 16	CHRISTMAS ISSUE	DEC 23

ALL SUBMISSIONS DUE BY NOON ON THE THURSDAY PRIOR TO PUBLICATION DATE.

- In-house design services are available for \$30/hr, with a half hour minimum (includes changes to existing ads).
- Additional \$15 late charge for ads and/or changes submitted after deadline.
- Contact the following ad designers for assistance or provide camera-ready content:
 - Matt Findlay, findlaygraphics@gmail.com
920.535.0188
 - Laura Blahnik, laura@innovativeprintingllc.com
920.854.2662
 - Laurel Ciohon, laurel@doorguidepublishing.com
920.421.4200

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

SPECIFICATION REQUESTS

Format: PDF file

Embed: fonts and images

AD SUBMISSION

Email: ads@washingtonislandobserver.com

Mail: Thumb drives may be mailed or dropped off at the Observer office

CONTACT US

Washington Island Observer

1253 Main Road

Washington Island, WI 54246

Phone: 920.847.2661

Email (ads): ads@washingtonislandobserver.com

Email (article/photo submissions):
editor@washingtonislandobserver.com



2021 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 (per issue in season) in 2021. The same low price includes your advertisement in both the print and digital versions of the Observer. Please select the appropriate ad size and rate for your business.

ANNUAL AD (ALL 30 ISSUES IN 2021)
 Same size as 2020 Increase size to _____

SEASONAL AD (BETWEEN 13 - 29 ISSUES IN 2021)
 Same size as 2020 Increase size to _____

PAID SOCIAL MEDIA POSTS (includes Facebook & Instagram)  
 One (1) \$30 Four (4) \$100

START DATE OF CONTRACT: _____
END DATE OF CONTRACT: _____



BUSINESS NAME: _____

ADDRESS: _____

CONTACT PERSON + PHONE NUMBER: _____

EMAIL: _____

PAYMENT METHOD: CHECK _____ CASH _____ CREDIT CARD _____

BILLING METHOD: MAIL _____ EMAIL _____

BILLING TIME: MONTHLY _____ SEMI-ANNUALLY _____ ANNUALLY _____

PRINT NAME _____

SIGNATURE: _____ DATE: _____



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AD SIZES + RATES 2021 Effective January 1, 2021

PRICE PER COLUMN INCH BLACK + WHITE

30 ISSUES (annual ad) \$4.10
 13-29 ISSUES (seasonal ad) \$4.45
 12 OR LESS ISSUES (occasional ad) \$5.70

**ONE COLUMN INCH
2.25" X 1"
\$4.10**

1 COLUMN WIDE (EXAMPLES OF PRICES PER ISSUE)

	30 ISSUES	13-29 ISSUES	12 OR LESS
X2"	\$8.20	\$8.90	\$11.40
X3"	\$12.30	\$13.35	\$17.10
X4"	\$16.40	\$17.80	\$22.80
X5"	\$20.50	\$22.25	\$28.50

2 COLUMNS WIDE (EXAMPLES OF PRICES PER ISSUE)

	30 ISSUES	13-29 ISSUES	12 OR LESS
X2"	\$16.40	\$17.80	\$22.80
X3"	\$24.60	\$26.70	\$34.20
X4"	\$32.80	\$35.60	\$45.60
X5"	\$41.00	\$44.50	\$57.00
X6"	\$49.20	\$53.40	\$68.40

3 COLUMNS WIDE (EXAMPLES OF PRICES PER ISSUE)

	30 ISSUES	13-29 ISSUES	12 OR LESS
X1"	\$12.30	\$13.35	\$17.10

LARGER ADS (PRICES PER ISSUE)

1/2 PAGE	4 COL. X 6"	\$113.40	\$121.80	\$156.80
FULL PAGE	4 COL. X 12"	\$226.80	\$243.60	\$313.60
1/2 BACK PAGE	6" X 4.5"	\$110.70	\$120.15	\$153.90
FULL BACK PAGE	6" X 9.5"	\$233.70	\$253.65	\$324.90

COLOR ADS (\$9.95/COLUMN INCH)

1/2 PAGE \$238.80 FULL PAGE \$477.60

COLOR ADS BACK PAGE (\$9.95/COLUMN INCH)

1/2 PAGE \$200.00 FULL PAGE \$500.00



COLUMN WIDTH (1) 2.25" • (2) 4.75" • (3) 7.00" • (4) 9.50"