

Washington Island Observer

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

2022 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 30 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.

**ALL SUBMISSIONS DUE BY NOON
ON THE TUESDAY THE WEEK PRIOR
TO PUBLICATION DATE!**

PUBLICATION DATES 2022

DEADLINE	HOLIDAY	PUBLISH DATE
MAY 31		JUNE 9
WEEKLY ISSUES START		
JUNE 14		JUNE 23
JUNE 21		JUNE 30
JUNE 28	4 TH OF JULY	JULY 7
JULY 5		JULY 14
JULY 12		JULY 21
JULY 19		JULY 28
JULY 26	ISLAND FAIR	AUG 4
AUG 2		AUG 11
AUG 9		AUG 18
AUG 16	DD BBQ	AUG 25
AUG 23	LABOR DAY	SEPT 1
WEEKLY ISSUES END		
SEPT 6		SEPT 15
SEPT 20		SEPT 29
OCT 4	HARVEST WKND	OCT 13
OCT 18		OCT 27
NOV 1		NOV 10
NOV 15	THANKSGIVING	NOV 24
NOV 29		DEC 8
DEC 13	CHRISTMAS	DEC 22

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 charges to existing ads).

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

**Contact the following ad designers for assistance
or provide print 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, print-ready ads, or electronically sent ad materials.

CONTACT US

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

**UPDATED
SCHEDULE!**

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AD SIZES + RATES 2022

Effective January 1, 2022

PRICE PER COLUMN INCH (BLACK & WHITE)

Annual Ad Price (30 issues) \$4.25 per column inch

Seasonal Ad Price (13-19 issues) \$4.60 per column inch

Occasional Ad Price (12 or less issues) \$5.90 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	\$4.25	\$4.60	\$5.90
2.25 x 2 inches	\$8.50	\$9.20	\$11.80
2.25 x 3 inches	\$12.75	\$13.80	\$17.70
2.25 x 4 inches	\$17.00	\$18.40	\$23.60
2.25 x 5 inches	\$21.25	\$23.00	\$29.50
2 COLUMNS WIDE (4.75 INCHES) PRICE PER ISSUE			
4.75 x 1 inch	\$8.50	\$9.20	\$11.80
4.75 x 2 inches	\$17.00	\$18.40	\$23.60
4.75 x 3 inches	\$25.25	\$27.60	\$35.40
4.75 x 4 inches	\$34.00	\$36.80	\$47.20
4.75 x 5 inches	\$42.50	\$46.00	\$59.00
4.75 x 6 in (quarter page)	\$51.00	\$55.20	\$70.80
3 COLUMNS WIDE (7 INCHES) PRICE PER ISSUE			
7 x 1 inch	\$12.75	\$13.80	\$17.70
7 x 2 inches	\$25.50	\$27.60	\$35.40
7 x 3 inches	\$38.25	\$41.40	\$53.10
7 x 4 inches	\$51.00	\$55.20	\$70.80
4 COLUMNS WIDE (9.50 INCHES) PRICE PER ISSUE			
9.5 x 6 inches (half page)	\$102.00	\$110.40	\$141.60
9.5 x 12 inches (full page)	\$204.00	\$220.80	\$283.20
BACK PAGE ADS PRICE PER ISSUE			
6 x 4.5 in (half back page)	\$102.00	\$110.40	\$141.60
6 x 9.5 in (full back page)	\$204.00	\$220.80	\$283.20
COLOR ADS PRICE PER ISSUE (\$9.95 per column inch)			
9.5 x 6 inches (half page)	\$238.80	6 x 4.5 in (half back page)	\$200.00
9.5 x 12 inches (full page)	\$477.60	6 x 9.5 in (full back page)	\$500.00

2022 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 2022. The same low price includes your advertisement in both the print and digital versions of the Observer.

Annual Ad (all 30 issues in 2022) at \$4.25 per column inch. **BEST DEAL!**

Seasonal Ad (13-29 issues in 2022) at \$4.60 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

PRINT NAME _____

SIGNATURE _____ DATE _____