

Washington Island Observer

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

2023 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.



Washington Island Observer

PUBLICATION DATES 2023

DEADLINE	HOLIDAY	PUBLISH DATE
JAN 3		JAN 12
JAN 17		JAN 26
JAN 31		FEB 9
FEB 14		FEB 23
MARCH 7		MARCH 16
MARCH 21	EASTER	MARCH 30
APRIL 4		APRIL 13
APRIL 18		APRIL 27
MAY 2		MAY 11
MAY 16	MEMORIAL DAY	MAY 25
MAY 30		JUNE 8
WEEKLY ISSUES START		
JUNE 13		JUNE 22
JUNE 20	4TH OF JULY	JUNE 29
JUNE 27		JULY 6
JULY 4		JULY 13
JULY 11		JULY 20
JULY 18		JULY 27
JULY 25	ISLAND FAIR	AUGUST 3
AUGUST 1		AUGUST 10
AUGUST 8		AUGUST 17
AUGUST 15	DDBBQ	AUGUST 24
AUGUST 22	LABOR DAY	AUGUST 31
WEEKLY ISSUES END		
SEPTEMBER 5		SEPTEMBER 14
SEPTEMBER 19		SEPTEMBER 28
OCTOBER 3	HARVEST WKND	OCTOBER 10
OCTOBER 17		OCTOBER 26
OCTOBER 31		NOVEMBER 9
NOVEMBER 14	THANKSGIVING	NOVEMBER 23
NOVEMBER 28		DECEMBER 7
DECEMBER 12	CHRISTMAS	DECEMBER 21

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

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.

*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.*

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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 2023

Effective January 1, 2023

PRICE PER COLUMN INCH (BLACK & WHITE)

Annual Ad Price (30 issues) \$4.45 per column inch

Seasonal Ad Price (13-19 issues) \$4.80 per column inch

Occasional Ad Price (12 or less issues) \$6.15 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	\$4.45	\$4.80	\$6.15
2.25 x 2 inches	\$8.90	\$9.60	\$12.30
2.25 x 3 inches	\$13.35	\$14.40	\$18.45
2.25 x 4 inches	\$17.80	\$19.20	\$24.60
2.25 x 5 inches	\$22.25	\$24.00	\$30.75
2 COLUMNS WIDE (4.75 INCHES) PRICE PER ISSUE			
4.75 x 1 inch	\$8.90	\$9.60	\$12.30
4.75 x 2 inches	\$17.80	\$19.20	\$24.60
4.75 x 3 inches	\$26.70	\$28.80	\$36.90
4.75 x 4 inches	\$35.60	\$38.40	\$49.20
4.75 x 5 inches	\$44.50	\$48.00	\$61.50
4.75 x 6 in (quarter page)	\$53.40	\$57.60	\$73.80
3 COLUMNS WIDE (7 INCHES) PRICE PER ISSUE			
7 x 1 inch	\$13.35	\$14.40	\$18.45
7 x 2 inches	\$26.70	\$28.80	\$36.90
7 x 3 inches	\$40.05	\$43.20	\$55.35
7 x 4 inches	\$53.40	\$57.60	\$73.80
4 COLUMNS WIDE (9.50 INCHES) PRICE PER ISSUE			
9.5 x 6 inches (half page)	\$106.80	\$115.20	\$147.60
9.5 x 12 inches (full page)	\$213.60	\$230.40	\$295.20
BACK PAGE ADS PRICE PER ISSUE			
6 x 4.5 in (half back page)	\$110.16	\$119.23	\$152.92
6 x 9.5 in (full back page)	\$220.32	\$238.46	\$305.55
COLOR ADS PRICE PER ISSUE			
6 x 4.5 in (half back page)		\$216.00	
6 x 9.5 in (full back page)		\$540.00	

2023 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 2023. The same low price includes your advertisement in both the print and digital versions of the Observer.

Annual Ad (all 30 issues in 2023) at \$4.45 per column inch. **BEST DEAL!**

Seasonal Ad (13-29 issues in 2023) at \$4.80 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 _____