

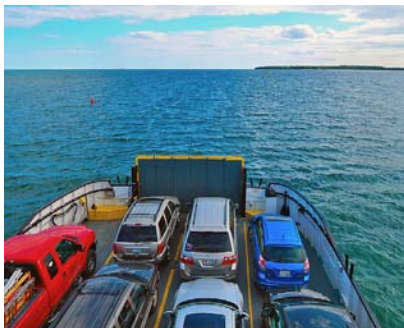
Washington Island Observer

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

2020 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



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.

PUBLICATION DATES 2020

DEADLINE	HOLIDAY EVENT	PUBLICATION DATE
DEC 26		JAN 2
JAN 9		JAN 16
JAN 23		JAN 30
FEB 6		FEB 13
FEB 20		FEB 27
MAR 5		MAR 13
MAR 26	EASTER ISSUE	APR 3
APR 16		APR 24
APR 30		MAY 8
MAY 14	MEMORIAL DAY ISSUE	MAY 22
MAY 28		JUN 5

DEADLINE	HOLIDAY EVENT	PUBLICATION DATE
(WEEKLY ISSUES START)		
JUN 12		JUN 19
JUN 19		JUN 26
JUN 26		JUL 4
JUL 3		JUL 10
JUL 10		JUL 17
JUL 17		JUL 24
JUL 24		JUL 31
JUL 31		AUG 7
AUG 8	ISLAND FAIR ISSUE	AUG 14
AUG 15	DDBBQ ISSUE	AUG 21
AUG 22	LABOR DAY ISSUE	AUG 28

DEADLINE	HOLIDAY EVENT	PUBLICATION DATE
(WEEKLY ISSUES END)		
SEP 4		SEP 11
SEP 18	HARVEST WKND ISSUE	SEP 25
OCT 2		OCT 9
OCT 16		OCT 23
OCT 30		NOV 6
NOV 13	THANKSGIVING ISSUE	NOV 20
NOV 27		DEC 4
DEC 11	CHRISTMAS ISSUE	DEC 18

- 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

Fax: 920.847.2141

Email (ads): ads@washingtonislandobserver.com

Email (article/photo submissions):

editor@washingtonislandobserver.com

2020 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 2020. 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 2020)
_____ Same size as 2019 _____ Increase size to _____

SEASONAL AD (BETWEEN 13 - 29 ISSUES IN 2020)
_____ Same size as 2019 _____ Increase size to _____

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: _____



AD SIZES + RATES 2020 Effective January 1, 2020

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"