



**Door Guide  
Publishing**

# 2019 Media Kit

**NEED HELP WITH YOUR CONTRACT?  
CALL US TODAY!**

Ann, John, Laurel  
(Mobile phones #s at page bottom)

**DOOR COUNTY GO! GUIDE™ | DOOR COUNTY DINING GUIDE™ | DOORCOUNTY.NET  
DOOR COUNTY DIGITAL VIDEOS | THE HIDDEN DOOR E-NEWS | DGP SOCIAL MEDIA**

The Go! Guide and Dining Guide are your most important local advertising investments for reaching visitors who are IN DOOR COUNTY. Plus, our newly-redesigned, high-traffic, mobile-friendly website features an online business directory with your FREE business listing, which can be expanded with photos, video, articles, menus, literature and more.

## THE 2019 DOOR COUNTY GO! GUIDE FEATURES:

- Free photo-enhancement of your Go! Guide business listing.
- FREE business listing on doorcounty.net – expand it for a minimal charge of \$95.
- Enhanced, modern design with expansive editorial space, providing visitors with more info on how to enjoy a great Door County vacation!
- More cost-effective than any other marketing option for your business.
- County-wide distribution by The Paper Boy at 750+ locations. (doorcountypaperboy.com)



### As an advertiser, here's what to do:

1. Contact a sales rep listed on the bottom of this page to help you fill out your Order Form. **OR...**
2. Fill out the enclosed 1-page Order Form on your own.
  - Choose your ad size(s).
  - Choose your business category.
  - Fill out payment info + sign the agreement.
  - Let us know who will be designing your ad – or if you'd like our in-house graphic designer to design it for you.
  - Include a minimum 50% deposit. See enclosed payment options.
  - Mail the order form back to us in the enclosed #10 envelope.

## IMPORTANT PRINT MEDIA DUE DATES:

### GO! GUIDE

**NOVEMBER 15, 2018**

*Last date to receive a 10% discount*

**NOVEMBER 30, 2018**

*Space reservation deadline (50% deposit)*

**DECEMBER 31, 2018**

*Ad art, listing, and photo deadline*

**MAY 1, 2019**

*2nd payment due*

**MID-MAY 2019**

*Scheduled release date*

### DINING GUIDE

**NOVEMBER 15, 2018**

*Last date to receive a 10% discount*

**NOVEMBER 30, 2018**

*Space reservation deadline (50% deposit)*

**APRIL 1, 2019**

*Menu or ad artwork deadline*

**LATE MAY 2019**

*Scheduled release date*

**JUNE 1, 2019**

*2nd payment due*



# 2009-2019: THE JOURNEY IS THE REWARD



## WEBSITE DEVELOPMENT MANAGEMENT

It's become a truism, especially in tourism and hospitality: literally EVERY business needs a website, even if it's simply an inexpensive "electronic business card" of sorts. The customers you're trying to find for your restaurant, retail store, lodging, activity or arts group often have simple questions, starting with "Where are you located?" With the application of basic SEO to your site, Google and the other search engines will push your business to the top of the list for queries like "Fish Creek lodging," "Egg Harbor shopping," and "Sister Bay dining." Plus, a well-designed website sends a clear message about your business, tailored to the expectations of today's travelers. Call us to set-up a meeting to discuss your business goals and we'll help come up with the design and functionality that meets your specific needs.



## ONLINE + VIDEO MARKETING SERVICES

### DGP SOCIAL MEDIA SERVICES FACEBOOK • INSTAGRAM • PINTEREST • TWITTER • YOUTUBE

Our crack team of social media experts, led by Kate Rispens, stays on top of new technology trends and the most cost-effective means of providing social media services... so you don't have to. Clients include: Al Johnson's Swedish Restaurant & Butik, Alexander's, Door County Kids, Door County Maritime Museum, On Deck Clothing Co., Sister Bay Advancement Assoc., Stabbur Beer Garden, Washington Island Chamber, White Gull Inn, and Write On, Door County.

### E-NEWS NEW IN 2018 - THE HIDDEN DOOR E-NEWS!

Do you have an event, big changes, or anything newsworthy you'd like to share with thousands of visitors and potential visitors? Let us know! Two years ago we launched our new weekly e-newsletter providing readers info on what's happening around the county! Call or email us with any questions on how to be included.

### DOOR COUNTY DIGITAL CREATE A VIDEO TO REACH NEW CUSTOMERS!

Consider how a short video could communicate with Door County visitors who want to know whether they should book a room at your lodging, dine at your restaurant, shop at your store, or visit your business. Our video production house, Door County Digital, in partnership with Bill Youmans Productions, has 40+ years experience in creating world-class videos. Call 920.421.1589 for more details!

**CONTACT** Ann Kaminski, 920.421.1200, ann@doorguidepublishing.com, John Nelson, 920.421.1589, john@doorguidepublishing.com.  
or Laurel Ciohon, 920.421.4200, laurel@doorguidepublishing.com



# “THE DOOR COUNTY BIBLE”

**GO! GUIDE PRODUCTION REQUIREMENTS** *GO! Guide ads are due by December 31, 2018*



FULL PAGE (w/bleeds)  
5.5"W x 8.75"H

(5.375"W x 8.625"H,  
plus .125" bleed  
on all sides)

1/4 PAGE  
VERT  
2.25"W  
x 3.825"H

1/2 PAGE  
VERT  
2.25"W  
x 7.75"H

1/2 PAGE HORIZ  
4.625"W  
x 3.825"H

1/4 PAGE HORIZ  
4.625"W x 1.87"H

# “THE PENINSULA’S ONLY DINING PUBLICATION”

**DINING GUIDE PRODUCTION REQUIREMENTS** *Dining Guide ads are due by April 1, 2019*

## AD PAGE

## MENU PAGE

## 1/2-PAGE AD

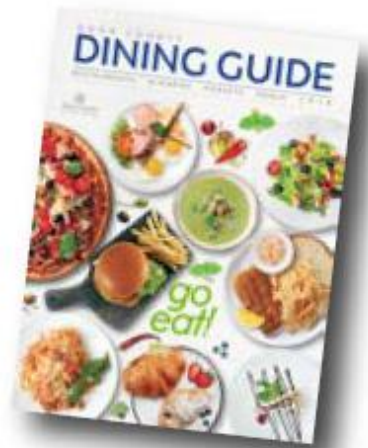
FULL PAGE AD  
(w/bleeds)  
8.625"W x 11.125"H

(8.375"W x 10.875"H,  
plus .125" bleed  
on all sides)

FULL PAGE MENU  
(no bleeds)  
7.5"W x 9.875"H

1/2 PAGE HORIZ AD  
7.5"W x 4.75"H

1/2 PAGE VERT AD  
3.625"W x 9.875"H



## PRODUCTION NOTES:

Send press-ready PDF's to [info@doorguidepublishing.com](mailto:info@doorguidepublishing.com)

- Include the name of a contact person, phone number and email address
- Supply your ad at the correct size (no crop marks) and with all images at a resolution of at least 300 dpi
- Please embed all fonts or outline all fonts

Advertisers represent and warrant that they possess the necessary rights to permit the use of the advertisement and of any content on any website referenced or linked to in the advertisement, for the purpose of this agreement, and that the content complies with all relevant laws and regulations. The publisher shall not be liable for any costs or damages resulting from errors or omissions. The publisher's liability for any error will not exceed the cost of the space occupied by the error or the erroneous ad.

REACH MORE CUSTOMERS  
with the powerful, *new,*  
*redesigned*

Door County  
**TODAY**

[doorcounty.net](http://doorcounty.net)





# MEET OUR STAFF

**John Nelson** first visited Door County in 1961. "Nothing has changed, and yet everything has changed," he noted. "People have always come here because it's beautiful, and they fall in love with the county's atmosphere of possibility, but now they also experience an abundance of world-class art, music, theater, shopping, and recently, food. As publishers, digital marketing experts and video producers, everything we do is aimed at helping Peninsula-lovers find and enjoy the best possible outcome for their visit."



**JOHN NELSON, publisher/editor**  
920.421.1589, john@doorguidepublishing.com



Born and raised outside of the Green Bay area, **Ann Kaminski** has been a resident of Sturgeon Bay for 30 years. With a bachelors degree in both Business and Marketing, Ann has the ability to uncover the special marketing needs of individual Door County businesses. She believes visitors

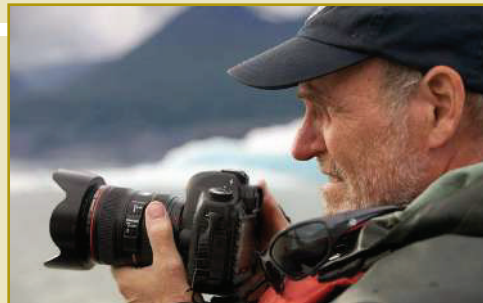
want to know where they should GO! while spending time here. She enjoys spending her free time with her family and outdoor activities such as boating, biking and flower gardening. She also enjoys traveling and a good book.

**ANN KAMINSKI, media sales manager**  
920.421.1200, ann@doorguidepublishing.com

**CHRIS RISCH, office manager** chris@doorguidepublishing.com

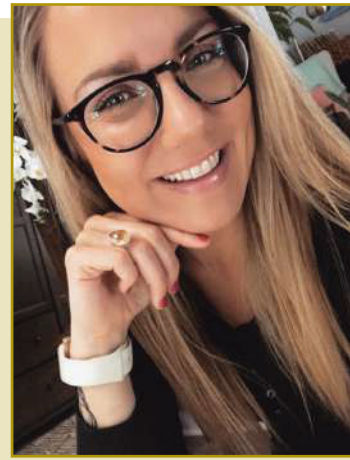
The multi-faceted background of Office Manager **Christine Risch** (former Door County realtor, high-end retail sales, bookkeeping, and also the current, much-beloved Office Manager at Peninsula Music Festival in Ephraim) makes her the perfect fit for Door Guide Publishing. She's hard-working, super-organized, smart, detail-oriented and caring. In other words, she helps make sure the trains run on time. We love her, but she wouldn't give us a photo to use, so she's obviously also humble and self-effacing. Thank you, Chris.

Our video production house, Door County Digital, is a close collaboration with **Bill Youmans**, who has over 40 years of experience as a producer, director, cameraman and editor. At home with all film formats and hardware, Bill has created 1,000s of commercials, documentaries, and social media videos. His efforts have earned him not only many Chicago Addy awards, but also national recognition in the Telly and Clio awards. Door County Digital's dozens of video clients include Al Johnson's Swedish Restaurant & Butik, Country House Resort, Door County Maritime Museum, Door County Medical Center, Door Peninsula Winery and Northern Sky Theater.



**BILL YOUMANS, film + video director**  
312.961.7943, byp@aol.com

A Door County native, **Laurel Ciohon** moved back to Door County in 2013 and joined the DGP team. Laurel has a bachelors degree in Studio Art with minors in Graphic Design and Small Business Management. She is also the manager at Alexander's in Fish Creek. Laurel enjoys Door County summers, paddleboarding, rehabbing her 1940's house, running with her dog, eating and traveling.



**LAUREL CIOHON, art director**  
920.421.4200, laurel@doorguidepublishing.com



**Kate Rispens** was born and raised in Door County. She has a bachelors in Marketing and Computer Technology. Kate spent 10 years in Milwaukee using her marketing and business skills to help launch

numerous ventures and turn them into successful small businesses. After returning to Door County, Kate joined the DGP team in 2016 and uses her extensive skills to help our clients get the most out of their social media presence.

**KATE RISPENS, social media manager**  
414.617.9254, kate@doorguidepublishing.com

It's not easy to find a great website developer. Our team has the best of the best: **Dave Eash**, formerly of Heydayv Design. "Starting as layout editor of my high school yearbook, this humble start gave me a true passion for design, which led to a small print shop, graphic design at a sign shop, then sales & marketing. Finally, I became a Certified Internet Webmaster Master Designer. My trademark is to always bring a fresh approach to your custom web design."

**DAVE EASH, website designer**  
heydayv.com,  
dave@heydayvdesign.com,  
920.421.4000

