



Door Guide Publishing

2018 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 2018 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)



Here's what to do:

1. Fill out the enclosed 1-page Order Form.
 - 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.
 - Check your email for order confirmation.
2. Email us your descriptive listing and photo enhancement (applies to Go! Guide only) to: info@doorguidepublishing.com.

IMPORTANT PRINT MEDIA DUE DATES:

GO! GUIDE

NOVEMBER 15, 2017

Last date to receive a 10% discount

NOVEMBER 30, 2017

Space reservation deadline (50% deposit)

DECEMBER 31, 2017

Ad art, listing, and photo deadline

MAY 1, 2018

2nd payment due

MID-MAY 2018

Scheduled release date

DINING GUIDE

NOVEMBER 15, 2017

Last date to receive a 10% discount

NOVEMBER 30, 2017

Space reservation deadline (50% deposit)

APRIL 1, 2018

Menu or ad artwork deadline

LATE MAY 2018

Scheduled release date

JUNE 1, 2018

2nd payment due

CONTACT: Ann Kaminski, 920.421.1200, ann@doorguidepublishing.com; John Nelson, 920.421.1589, john@doorguidepublishing.com;
 Laurel Ciohon, 920.246.7129, laurel@doorguidepublishing.com

10 YEARS STRONG: 2009-2018



2010



2011



2012



2013



2014



2015



2016



2017

2018



2009



2010



2011



2012



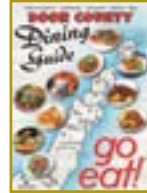
2013



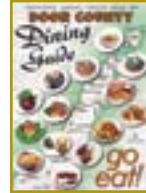
2014



2015



2016



2017

2018

It's easy to believe that Door County itself doesn't really change, just the people and the businesses. But what about those people, their businesses, and their dreams? What has changed over the past decade on that important score?

Here's a handful of highlights that should give us all so much to look forward to in 2018:

1. Door County is now an important dining destination
2. Each village has begun to take a new look at its very nature and create new events and fresh marketing
3. There are more and more activities-based businesses
4. Existing retail has been joined by new businesses with unique products
5. Washington Island is experiencing another banner year
And finally...
6. The county (thank you, DCVB and local business associations) has achieved a huge awareness level on the national and regional stages

But you already know all that — simply, it's a great time to be alive in this hallowed place.

Cheers, *John*

**NEED MORE
COPIES OF THE
GO! GUIDE
AND/OR DINING
GUIDE?**

Call The Paper Boy!

920.421.2500

ONLINE + VIDEO MARKETING SERVICES

E-NEWS NEW IN 2017 - 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! In 2017 we launched our new weekly e-newsletter that provides 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!

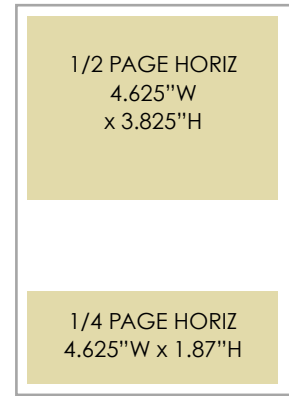
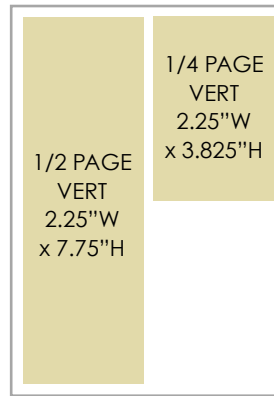
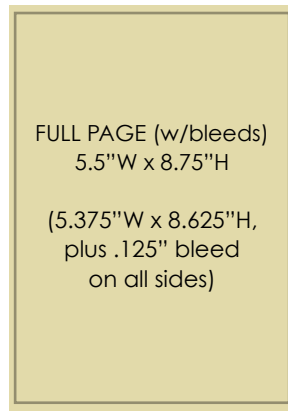
Consider how a short video could communicate with Door County visitors who want to know whether they should book a room at your lodging, dine at your restaurant, shop at your store, or visit your business. Our video production house, Door County Digital, in partnership with Bill Youmans Productions,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

DOOR COUNTY TODAY TV SHOW AMAZING... DOOR COUNTY HAS ITS OWN TV SHOW!

For 7 years, the Door County TODAY TV Show has been streaming 24/7 on DoorCounty.net's home page and on the Door County TODAY YouTube Channel (doorguide1). The show features five-minute segments about Door County dining, shopping, silent sports, music, the arts, and much more. Call to find out how your business can be featured on Door County TODAY TV!

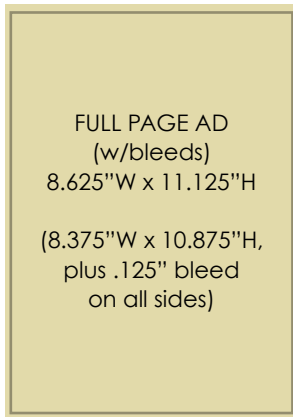
CONTACT Ann Kaminski, 920.421.1200, ann@doorguidepublishing.com, John Nelson, 920.421.1589, john@doorguidepublishing.com.
or Laurel Ciohon, 920.246.7129, laurel@doorguidepublishing.com

GO! GUIDE PRODUCTION REQUIREMENTS *GO! Guide ads are due by December 31, 2017*

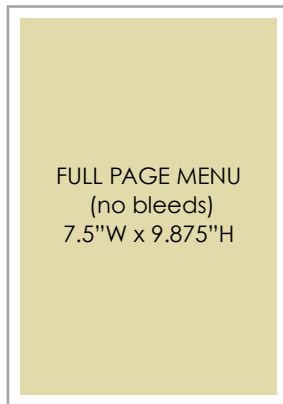


DINING GUIDE PRODUCTION REQUIREMENTS *Dining Guide ads are due by April 1, 2018*

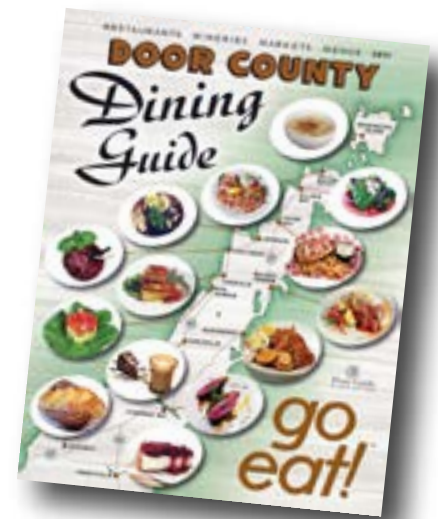
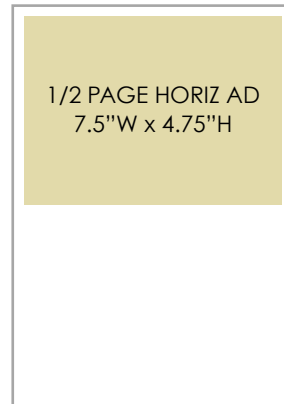
AD PAGE



MENU PAGE



1/2-PAGE AD



PRODUCTION NOTES:

Send press-ready files to info@doorguidepublishing.com

- Include the name of a contact person, phone number and email address
- Supply your material 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



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 29 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

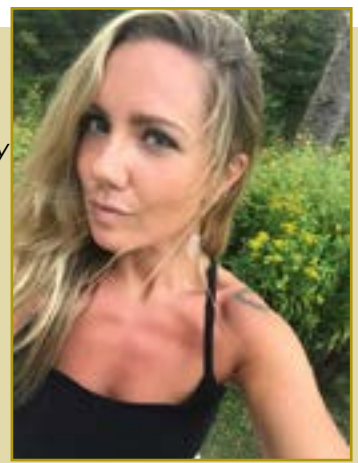
The multi-faceted background of Office Manager **Christine Risch** (former Door County realtor, high-end retail sales, bookkeeping, and also the current, much-beloved Office Manager at Peninsula Music Festival in Ephraim) makes her the perfect fit for Door Guide Publishing. She's hard-working, super-organized, 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 the 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, graphic designer
920.246.7129, 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

We like to work closely with select vendors, and for clients' website development, we turn to **Dave Eash** of Heydayv Design in Fish Creek. "Starting as layout editor of my high school yearbook, this humble beginning gave me a passion for design, leading to a small print shop, graphic design at a sign shop, and sales and marketing. Along the way I became a Certified Internet Webmaster Master Designer. I always try to bring a fresh approach to custom web design."

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



RECEIVE A 10% DISCOUNT! On any size Go! Guide or Dining Guide ad. Requires payment-in-full by November 15, 2017

FILL OUT + MAIL BACK IN ENCLOSED ENVELOPE!

START HERE → 1. GO! GUIDE CATEGORY LIST *SELECT ONE FOR AD PLACEMENT:*



ACTIVITIES: Biking Boating/Marinas Charter Fishing Classes/Learning
 Golf Silent Sports Tours

ARTS: Art Galleries Music/Performance Museums

DINING: Restaurants Bakeries Coffee Houses Markets/Wineries
 Sweets/Confectioneries/Ice Cream

SHOPPING: Bookstores Clothings Furniture/Design Gifts
 Jewelry Resale Shops

CAMPING **FOR KIDS** **LODGING** **PETS** **WEDDINGS** **WELLNESS**



2. GO! GUIDE PRICING

SELECT AN AD SIZE:

PRICE

QUANTITY

SUBTOTAL

FULL BLEED: 5.5"W X 8.75" H

FULL PAGE

\$2995

HORIZONTAL: 4.625"W X 3.825" H

1/2 PAGE VERT/HORIZ

\$1695

VERTICAL: 2.25"W X 7.75" H

HORIZONTAL: 4.625"W X 1.87" H

1/4 PAGE VERT/HORIZ

\$995

VERTICAL: 2.25"W X 3.825" H

INCLUDES PHOTO SHOOT OF ONE SPECIALTY FOOD DISH BY OUR FOOD PHOTOGRAPHER.

GREAT DISHES OF DOOR COUNTY

\$95

3. GO! GUIDE SUBTOTAL *(INSERT SUBTOTAL ON NEXT PAGE)*

4. GO! GUIDE DESCRIPTIVE LISTING

DUE DECEMBER 31, 2017

GO! GUIDE SUBTOTAL

EMAIL YOUR DESCRIPTIVE LISTING (300 CHARACTERS) + PHOTO TO: INFO@DOORGUIDEPUBLISHING.COM

Use my 2017 listing I will email my listing Use my 2017 photo I will email my photo-enhancement

Open in winter Dog-Friendly

BUSINESS NAME _____
 STREET ADDRESS _____
 VILLAGE/TOWN _____
 PHONE/EMAIL _____
 WEBSITE _____

6. AD ARTWORK

WE'RE HAPPY TO HELP YOU DESIGN YOUR AD – JUST LET US KNOW!

I am sending my new artwork by 12/31/17 Use my 2017 ad Please design my ad (\$40/hr)

7. INCLUDE ME IN BOTH OF THESE EDITORIAL DINING SECTIONS FOR JUST \$95!

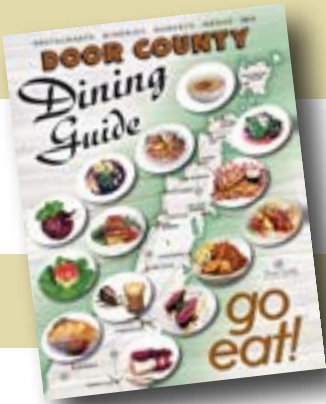
"Great Dishes of Door County" 2018 Go! Guide
Full color photo of one of your top specialty dishes!

"Behind the Kitchen Door" 2018 Dining Guide
Full color photo of your owner, chef, or staff!

Call me to schedule a photo shoot.

RECEIVE A 10% DISCOUNT! On any size Go! Guide or Dining Guide ad. Requires payment-in-full by November 15, 2017

FILL OUT + MAIL BACK IN ENCLOSED ENVELOPE!



8. DINING LISTS:

- Friday Fish Fry
 Serving Breakfast
 Open in Winter
 Small Plate Dishes
 Vegetarian Options

9. DINING GUIDE PRICING

SELECT AN AD SIZE:

	PRICE	QUANTITY	SUBTOTAL
<input type="checkbox"/> ONE PAGE MENU/AD	\$850		
<input type="checkbox"/> TWO PAGE MENU/AD	\$1250		
<input type="checkbox"/> THREE PAGE MENU/AD	\$1400		
<input type="checkbox"/> 1/2 PAGE HORIZONTAL	\$650		
<input type="checkbox"/> BEHIND THE KITCHEN DOOR	\$95		

NO BLEED: 7.5"W X 9.875"H

FULL BLEED: 8.625"W X 11.125"H

7.5" H X 4.75"H

FEATURE YOUR CHEF, BARTENDER, SERVER, OWNER, ETC. **FREE WITH "GREAT DISHES OF DOOR COUNTY" PAYMENT AND COMMITMENT!**



10. DINING GUIDE SUBTOTAL

11. DOORCOUNTY.NET OPTIONS

DINING GUIDE SUBTOTAL

ENHANCED BUSINESS LISTING Upgrade with photos, menus, and videos! **Only \$95/year.**

BANNER AD Feature your business with a side ad or banner ad (call for pricing).

DOOR COUNTY DIGITAL Full range of creative video options for social media/online use (call for pricing).

DOORCOUNTY.NET TOTAL

12. TOTAL GO! GUIDE (flip side), DINING GUIDE + DOORCOUNTY.NET (this side):

13. PAYMENT INFO

GRAND TOTAL

50% DEPOSIT ENCLOSED PAYMENT-IN-FULL ENCLOSED (10% DISCOUNT REQUIRES PAYMENT BY NOV. 15, 2017)

CREDIT CARD # _____ EXP _____ CVV _____

SIGNATURE _____ DATE _____

PRINT NAME _____

BUSINESS NAME _____

BILLING ADDRESS _____

EMAIL _____

BUSINESS # _____ CELL # _____

Sign me up to receive **THE HIDDEN DOOR** e-news each week! Send us your news! info@doorguidepublishing.com