



Door Guide Publishing

2020 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 (SOCIAL MEDIA, VIDEO PRODUCTION, WEBSITE CREATION,
DIGITAL MARKETING, THE HIDDEN DOOR™ ENEWS)**

The Go! Guide and Dining Guide are your most important local advertising investments for reaching visitors who are IN DOOR COUNTY. Plus, our 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 2020 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 business category.
 - Choose your ad size(s).
 - 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, 2019**
Last date to receive a 10% discount
- NOVEMBER 30, 2019**
Space reservation deadline (50% deposit)
- DECEMBER 31, 2019**
Ad art, listing, and photo deadline
- MAY 1, 2020**
2nd payment due
- MID-MAY 2020**
Scheduled release date

DINING GUIDE

- NOVEMBER 15, 2019**
Last date to receive a 10% discount
- NOVEMBER 30, 2019**
Space reservation deadline (50% deposit)
- APRIL 1, 2020**
Menu or ad artwork deadline
- LATE MAY 2020**
Scheduled release date
- JUNE 1, 2020**
2nd payment due

EXPERIMENT WITH DIGITAL MARKETING IN 2020

YOUR 2020 DIGITAL STARTER PACKAGE FOR GO! GUIDE & DINING GUIDE ADVERTISERS ONLY

To show the breadth of digital marketing options, we've put together a cost-effective starter package that includes **ALL of the following for just \$695:**

1. A well-written article about your business
2. A featured position on our high-traffic website (doorcounty.net)
3. Inclusion in two editions of our own enews (The Hidden Door)
4. New professional photography
5. Boosted article/photo postings to Facebook
6. Photo postings to Instagram
7. A short video, uploaded to YouTube
8. A digital ad on Door County TODAY (doorcounty.net)

Contact Ann Kaminski (920.421.1200, ann@doorguidepublishing.com) for more details.

WEBSITE CREATION

EVERY business needs a website, even if it's a relatively simple "electronic business card." A well-designed website sends a clear message about your business, tailored to the expectations of today's travelers. We'll help you find a design and functionality to meet your specific needs.



SOCIAL MEDIA SERVICES

Our crack team of social media experts stays on top of new technology trends and the most cost-effective means of managing social media...so you don't have to. Clients include: Al Johnson's Swedish Restaurant & Butik, Door County Maritime Museum, Main Street Shops, On Deck Clothing, Sister Bay Historical Society, Washington Island Chamber, and White Gull Inn.

E-MARKETING FOR EXTRAORDINARY ROI, THERE'S NOTHING LIKE A REGULAR ENEWSLETTER

We'll help you collect customer email addresses and then create an enews program that speaks directly to your audience and drives sales and awareness.

VIDEO PRODUCTION CREATE A PROFESSIONAL VIDEO TO REACH NEW CUSTOMERS

Our video production house is in partnership with Bill Youmans Productions, WITH 40+ years experience in creating world-class videos that achieve viral success. Clients include: Bargains Unlimited, Door County Medical Center, Door Peninsula Winery, Midsummer's Music, Northern Sky Theater, Shorewest Realtors, Southern Door Business Association and Write On, Door County. See dozens of examples on our YouTube Channel (search "doorguide1").

THE HIDDEN DOOR™ ENEWS

Three years ago we launched our own weekly newsletter, providing readers info on what's happening around the county. Call or email us to ask how your business can be included. To start, send us a news release and photo about some recent, significant news.

...BUT PRINT ADVERTISING STILL RULES DOOR COUNTY!



2010 2011 2012 2013 2014 2015 2016 2017 2018 2019



2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

"THE DOOR COUNTY BIBLE"

GO! GUIDE PRODUCTION REQUIREMENTS *GO! Guide ads are due by December 31, 2019*



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

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

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

1/4 PAGE
VERT
2.25"W
x 3.825"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, 2020*

AD PAGE

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

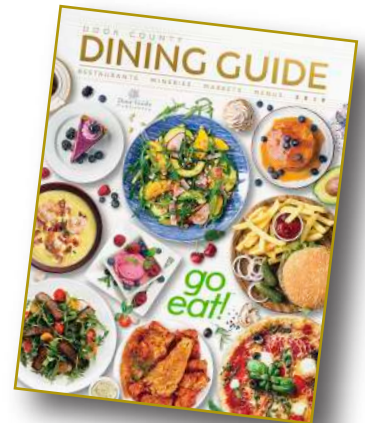
(8.375"W x 10.875"H,
plus .125" bleed
on all sides)

MENU PAGE

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

1/2-PAGE AD

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



PRODUCTION NOTES:

Send **press-ready PDF's** to: 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.

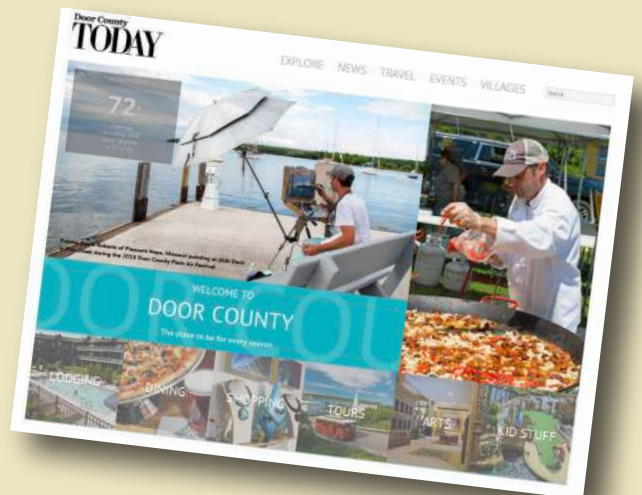
REACH MORE CUSTOMERS

with the powerful

high-traffic

online magazine

doorcounty.net



MEET OUR STAFF

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

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."

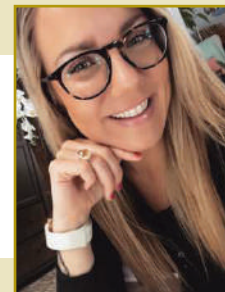


ANN KAMINSKI, media sales manager 920.421.1200, ann@doorguidepublishing.com

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. Ann enjoys being with her family, as well as outdoor activities such as boating, biking and gardening. She also enjoys traveling and a good book.

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

A Door County native, **Laurel Ciohon** moved back to Ephraim in 2013 and joined the Door Guide Publishing team as Art Director, but also does much of the writing and photography for the publications. Laurel has a Bachelors Degree in Studio Art with minors in Graphic Design and Business Management. She also owns several Door County vacation rentals that she tends to. Laurel loves all the outdoor activities she can enjoy in Door County, including paddleboarding, walking her dogs, snowshoeing, yard work, and laying in the sun with a good book.



CHRIS RISCH, office manager 920.854.5555, chris@doorguidepublishing.com

The multi-faceted background of office manager **Christine Risch** includes former Door County realtor, high-end retail sales, and bookkeeper. 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 also humble and self-effacing. Thank you, Chris.



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

Kate Rispens was born and raised in Door County. She has a Bachelors Degree 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 Door Guide Publishing team in 2016 as Social Media Manager and uses her extensive skills to help our clients get the most out of their social media presence.

DAVE EASH, website designer 920.421.4000, dave@heydavedesign.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, "I started out 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 and marketing. Finally, I became a Certified Master Designer. My trademark is to always bring a fresh approach to your custom web design."



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

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 1000s of commercials, documentaries, and social media videos. His efforts have earned him many Chicago Addy Awards and national recognition in the Telly and Clio Awards.

DONNA FEARING, social media coordinator 920.421.3688, donna@doorguidepublishing.com

Donna Fearing was born and raised in Whitewater, where she graduated with a degree in Art History. She moved to Door County 10 years ago and has worked in a variety of service industry jobs before finding her place at DGP last year. Her understanding of the services provided by Door County hotels, restaurants, and businesses allows her great insight to help her clients with their social media presence.



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** **MARINAS**

2. GO! GUIDE DESCRIPTIVE LISTING *DUE DECEMBER 31, 2020*

EMAIL YOUR DESCRIPTIVE LISTING (300 CHARACTERS) + PHOTO TO: info@doorguidepublishing.com

Use my 2019 listing I will email my listing Use my 2019 photo I will email my photo-enhancement
 Open in winter Dog-Friendly

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

I am sending my new artwork by 12/31/19 Use my 2019 ad Please design my ad (see below)

4. BE SURE TO PROOF YOUR AD!

Our graphic designer will design your ad for a flat fee of **\$49**. This includes **TWO** additional drafts after the initial ad has been designed (three drafts total). We are happy to help make sure your ad is what you've envisioned!

5. INCLUDE ME IN THESE EDITORIAL DINING SECTIONS FOR \$199! *INCLUDES PHOTO SHOOT*

"Great Dishes of Door County" 2020 Go! Guide
 Full color photo of one of your top specialty dishes!

Call to set up a photo shoot by Dec. 31, 2019

REDESIGNED "Behind the Kitchen Door" 2020 Dining Guide
 Photo and article about a staff member of your choice, plus a photo of a representative food dish!

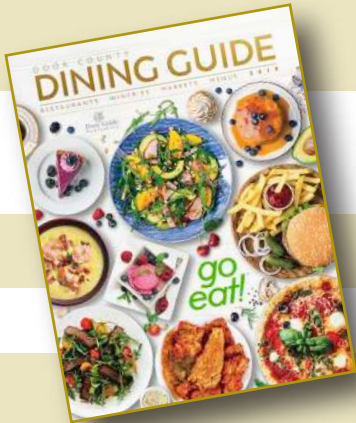
6. GO! GUIDE PRICING *SELECT A SIZE:*

		PRICE	QTY	SUBTOTAL
FULL BLEED: 5.5"W X 8.75" H	<input type="checkbox"/> FULL PAGE	\$3095		
HORIZONTAL: 4.625"W X 3.825" H VERTICAL: 2.25"W X 7.75" H	<input type="checkbox"/> 1/2 PAGE VERT/HORIZ	\$1795		
HORIZONTAL: 4.625"W X 1.87" H VERTICAL: 2.25"W X 3.825" H	<input type="checkbox"/> 1/4 PAGE VERT/HORIZ	\$1095		
INCLUDES PHOTO SHOOT OF ONE SPECIALTY FOOD DISH BY OUR FOOD PHOTOGRAPHER, PLUS INCLUSION IN THE DINING GUIDE'S REDESIGNED "BEHIND THE KITCHEN DOOR"	<input type="checkbox"/> "GREAT DISHES OF DOOR COUNTY"	\$199		

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

GO! GUIDE SUBTOTAL

FILL OUT + MAIL BACK IN ENCLOSED ENVELOPE!



8. DINING LISTS:

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

9. DINING GUIDE PRICING

SELECT AN AD SIZE:

	PRICE	QTY	SUBTOTAL
<input type="checkbox"/> ONE PAGE MENU/AD	\$950		
<input type="checkbox"/> TWO PAGE MENU/AD	\$1300		
<input type="checkbox"/> THREE PAGE MENU/AD	\$1500		
<input type="checkbox"/> 1/2 PAGE HORIZONTAL	\$700		
<input type="checkbox"/> 1/2 PAGE VERTICAL	\$700		
<input type="checkbox"/> COLOR CHARGE	\$75		
<input type="checkbox"/> REDESIGNED "BEHIND THE KITCHEN DOOR"	FREE W/ GO! GUIDE COMMITMENT		

SPACE IS LIMITED!
 PHOTO AND ARTICLE ABOUT A STAFF MEMBER OF YOUR CHOICE, PLUS A FOOD DISH - FREE WITH "GREAT DISHES OF DOOR COUNTY" PAYMENT AND COMMITMENT!

10. DINING GUIDE SUBTOTAL

11. GO! GUIDE SUBTOTAL (flip side)

12. DOOR COUNTY DIGITAL SUBTOTAL

- ENHANCED WEBSITE LISTING** Upgrade with photos, menus, and videos! **\$95/year.**
 DIGITAL STARTER PACKAGE Only **\$695** (See page 2 of media kit for details)

13. TOTAL **GO! GUIDE** (flip side), **DINING GUIDE**, **DOOR COUNTY DIGITAL** (this side):

14. PAYMENT INFO

- 50% DEPOSIT ENCLOSED**
 PAYMENT-IN-FULL ENCLOSED (10% DISCOUNT REQUIRES PAYMENT BY NOV. 15, 2019)

CREDIT CARD # _____ EXP _____ CVV _____

SIGNATURE _____ DATE _____

PRINT NAME _____

BUSINESS NAME _____

BILLING ADDRESS _____

EMAIL _____

BUSINESS # _____ CELL # _____

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

15. MAIL THIS FORM TO: Door Guide Publishing, PO Box 648, Ephraim, WI 54211

DINING GUIDE SUBTOTAL

GO! GUIDE SUBTOTAL

DOOR COUNTY DIGITAL SUBTOTAL

GRAND TOTAL