



# Door Guide Publishing

## 2022 Media Kit

ADVERTISER: \_\_\_\_\_

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

Ann: 920.421.1200, ann@doorguidepublishing.com  
John: 920.421.1589, john@doorguidepublishing.com  
Laurel: 920.421.4200, laurel@doorguidepublishing.com  
Donna: 920.421.3688, donna@doorguidepublishing.com

**DOOR COUNTY GO! GUIDE™ | DOOR COUNTY DINING GUIDE™**  
**DOORCOUNTY.NET | SOCIAL MEDIA SERVICES | VIDEO PRODUCTION | WEBSITE DESIGN**  
**DIGITAL MARKETING | THE HIDDEN DOOR E-NEWS™**

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 2022 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 top of this page to help you fill out your Order Form. **OR...**
2. Fill out the enclosed 2-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, 2021**

Last date to receive a 10% discount

**NOVEMBER 30, 2021**

Space reservation deadline (50% deposit)

**DECEMBER 31, 2021**

Ad art, listing, and photo deadline

**MAY 1, 2022**

2nd payment due

**MID-MAY 2022**

Scheduled release date

#### DINING GUIDE

**NOVEMBER 15, 2021**

Last date to receive a 10% discount

**NOVEMBER 30, 2021**

Space reservation deadline (50% deposit)

**APRIL 1, 2022**

Menu or ad artwork deadline

**LATE MAY 2022**

Scheduled release date

**JUNE 1, 2022**

2nd payment due

# EXPERIMENT WITH DIGITAL MARKETING IN 2022



## 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 Confectionery, Main Street Shops, On Deck Clothing, Runaway Lodge, Sister Bay Historical Society, Stabbur Beer Garden, 'Tis the Season, Washington Island Chamber, Washington Island Observer.

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

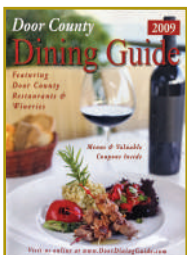
We'll help you collect customer email addresses and then create an enews program that speaks directly to your audience and drives sales and awareness.

## VIDEO PRODUCTION CREATE A PROFESSIONAL VIDEO TO REACH NEW CUSTOMERS

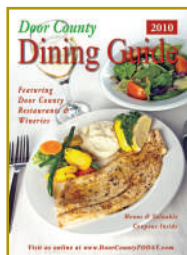
Our video production house is in partnership with Bill Youmans Productions, WITH 40+ years experience in creating world-class videos that achieve viral success. Clients include: Bargains Unlimited, Door County Medical Center, Door Peninsula Winery, Midsummer's Music, Northern Sky Theater, Shorewest Realtors,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

## THE HIDDEN DOOR™ ENEWS

Five 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!



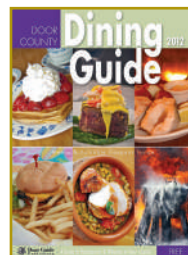
2009



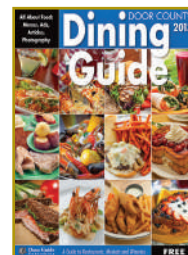
2010



2011



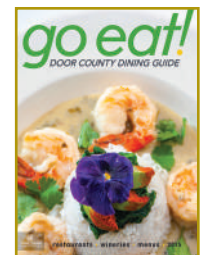
2012



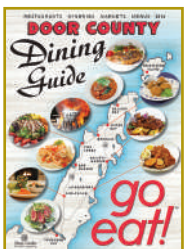
2013



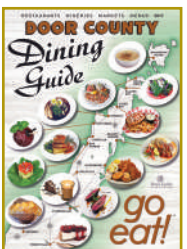
2014



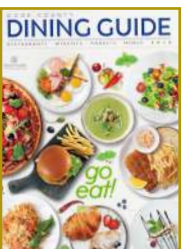
2015



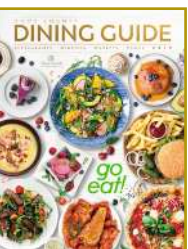
2016



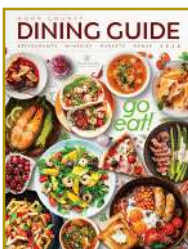
2017



2018



2019



2020

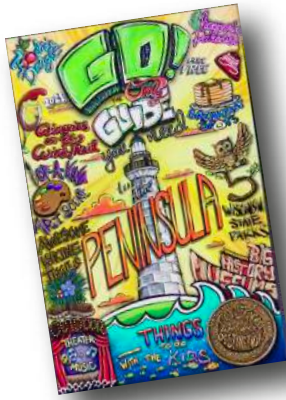


2021



2022

# GO! GUIDE PRODUCTION REQUIREMENTS *GO! Guide ads are due by December 31, 2021*



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

# DINING GUIDE PRODUCTION REQUIREMENTS *Dining Guide ads are due by April 1, 2022*

## 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: [laurel@doorguidepublishing.com](mailto:laurel@doorguidepublishing.com)

- Include the name of a contact person, phone number & 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 compress your PDF
- 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.



2010



2011



2012



2013



2014



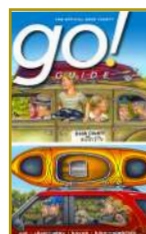
2015



2016



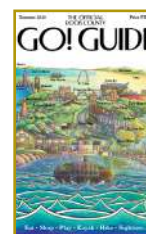
2017



2018



2019



2020



2021



**?**  
Coming Soon!

2022

# 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 Janisse** moved back to Ephraim in 2013 and joined the Door Guide Publishing team as Art Director. 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 in Door County, including paddleboarding, walking her dogs, snowshoeing, and reading.



**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.



**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 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. "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. I will 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. Bill has created 1000s of commercials, documentaries, and social media videos. His efforts have earned him many 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.



**CHRIS OPPER, "A Door County Minute" Director**, dcshortfilmfest@gmail.com

Since 1995, Chris Opper has edited five feature films, directed two films, and worked on many short films. He is the Director of Door Guide Publishing's weekly video series "A Door County Minute" and has combined his love for video production and music by shooting and editing videos for local musicians. Chris is also long-time Director of the Door County Short Film Festival.



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