

## Advertising Agreement 2011 Door County Dining Guide

Reservations Due: Monday, May 2, 2011 • Materials Due: Tuesday, May 31, 2011

### General Information

Publisher guarantees that the 2011 Dining Guide will be available throughout Door County from late June 2011 through June 2012. The Paper Boy LLC will distribute the 2011 Dining Guide to key locations in Door County. For re-stocking, please call Bob Pohl at 421-0321. Ads may be either black/white or 4-color at no extra charge. The 2011 Door County Dining Guide will also be posted online at [www.DoorCountyTODAY.com](http://www.DoorCountyTODAY.com).

### Contact and Questions

Please direct your questions and contract to Co-Publishers Bob Pohl (421-0321, [bob@doorguidepublishing.com](mailto:bob@doorguidepublishing.com)) or John Nelson (421-1589, [john@doorguidepublishing.com](mailto:john@doorguidepublishing.com)). Make checks payable to: Door Guide Publishing. Mail payment to: Door County Dining Guide, P. O. Box 648, Ephraim, WI 54211

### Reserving Space

Please reserve advertising space in the Door County Dining Guide by indicating your preference below.

# Pages	Position	Trim Size	Cost
	One Full Page	7.5 (w) x 9.875 (h) - no bleed	\$425.00
	Two Full Pages	7.5 (w) x 9.875 (h) - no bleed	\$675.00
	Three Full Pages	7.5 (w) x 9.875 (h) - no bleed	\$900.00
	Half (1/2) Page	7.5 (w) x 4.75 (h) - no bleed	\$325.00

### Production Requirements

Preferred Ad Format: Press-ready PDF/PDFX-1a. Four-color material must be CMYK. We also accept Adobe Illustrator and Photoshop files (.ai, .eps, .psd) or high resolution .jpps. Please provide all artwork at exact trim size, making sure that all type is readable at that size. Reproduction quality is at the advertiser's risk if publisher's specifications are not met or if material is received after closing date. **Send artwork in digital format to: [john@doorguidepublishing.com](mailto:john@doorguidepublishing.com)**

### Ad Materials Policy

Ad materials submitted by the materials due date will be inspected for adherence to the publisher's ad specifications. If materials are out of spec, the advertiser will be notified and new materials will be requested. If ad materials are received after the materials due date, the publisher will take reasonable measures to contact the advertiser and request prompt delivery of new materials. The advertiser will be given the option to have the publisher correct the materials at the advertiser's expense, or to run the ad "as is" with the publisher assuming no responsibility for the accuracy or readability of the ad.

### Submitted by (please type or print clearly):

Name

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Title

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Company

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Address

City, State, Zip

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Phone

Email

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Signature

Date

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