



September, 2022

Enclosed is your contract for the 2023 Official Door County Destination Guide – the most comprehensive vacation planning publication available.

This year we are partnering with our new Agency of Record, Madden Media, LLC to produce the Guide. Madden is also the State of Wisconsin's Agency of Record for the production of the Travel Wisconsin Guide. They have vast experience in producing destination guides, so you can expect exciting new content and fresh design elements.

There are some items to note this year:

1. The Destination Guide will come out in March, 2023. Our Winter Guide is distributed through the winter season into March. As people start their vacation planning and need inspiration for the next spring and summer season, we begin to activate our 2023 paid media campaigns. This new schedule better aligns with when consumers reach out requesting a Door County Destination Guide.
2. We will produce 200,000 copies.
3. You will not see your previous year's listings taped into the contract. The listing sections are being organized a little bit differently, and with streamlined information. You will need to complete the contract with your listing information. DDC staff can help!
4. **October 26, 2022** is the deadline for **returning your contract**.
5. **November 2, 2022** is the deadline for **display ad art**.
6. Deadlines have been set for production deliverables. We won't be able to extend them.

We will be holding Information Sessions to answer questions about how to complete your contract. If you can't make it to a session and need help, please call me and I'll arrange to see you at a more convenient time or for a staff member to stop by to review the information with you.

Thanks! I look forward to working with you.

A handwritten signature in cursive script that reads "Cathy Lynch".

Cathy Lynch
Publications Manager

2023 Official Destination Guide Contract

Deadline: Wednesday, October 26, 2022

Open House Information Sessions

Come any time between the listed session times below and DDC staff will be available to answer questions and help partners fill out their contracts on an individual basis. Or you can call the DDC office anytime at 920-743-4456 or 920-818-1135 and a staff member will answer any of your questions.

We will help you in any way necessary in order to make this process easier.

Call if you'd like a staff member to visit you.

Dates: Tuesday, October 11th & Thursday, October 13th.

Location & Time: Destination Door County Office, Sturgeon Bay, 8:30am-4pm

Terms & Conditions for 2023 Official Destination Guide

MAILING AND SHIPPING INSTRUCTIONS

Published by: Destination Door County (DDC), P.O. Box 406, Sturgeon Bay, WI 54235. Phone: (920) 743-4456 Fax (920) 743-7873

CONDITIONS

Publisher retains the right to refuse visual and editorial material not in keeping with the publication standards, and to refuse any advertising deemed not in the interests of DDC. All advertisers must be partners with the DDC. DDC reserves the right to edit copy.

Payment method indication, along with this contract, must be received by DDC no later than **Wednesday, Oct. 26, 2022**. Any exception to this policy must be approved by Destination Door County (DDC) board of directors or staff.

CIRCULATION

200,000 or more copies will be printed. An interactive online version will also be on DoorCounty.com.

MECHANICAL REQUIREMENTS

Printing process: Web Offset
Cover: Web Offset
Trim Size: 8-1/2" x 10-7/8"
Bleed Size: 8-5/8" x 11"
Binding: Perfect Bound

DIMENSIONS: AD PAGE

Width x Height

1/8 Page1.75" x 5"
1/4 Page3.625" x 5"
1/2 Page Horizontal.....7.5" x 5"
1/2 Page Vertical.....3.625" x 10.125"

PRINTING SPECIFICATIONS

Ads will print as submitted to DDC. Please include a proof of the ad. Color can be matched exactly ONLY if an Epson proof (or equivalent) is provided. Color CANNOT be matched from a home or office color printer. Any changes in color will need to be made by your graphic designer. All ads must be converted to a CMYK format without spot colors. Call if you have any questions.

All ad materials must be submitted to DDC in electronic form (see your printer/agency/graphic designer). Advertiser will be responsible for any and all additional charges for ad changes.

Artwork may be emailed to **cathy@doorcounty.com**. Please call Cathy Lynch at (920) 818-1135 to verify email receipt if not responded to within one week.

COPYRIGHT

Advertiser certifies that they either own the copyright, or have permission from any and all copyright holders, to all material included in their advertising submitted to Destination Door County, and will hold them harmless in any dispute involving copyright.

Contract Deadline: Oct 26, 2022

Art Deadline: Nov 2, 2022

Payment Deadline: Dec 30, 2022

DISCLAIMER

Destination Door County shall in no event be liable for direct, indirect, special, incidental, contingent or consequential damages resulting from any errors or omissions in the publication described as the Door County Official Destination Guide, including damage from loss of business or loss of goodwill. The aforementioned applies even if Destination Door County has been advised of the possibility of such damages. By signing this agreement, I agree that Destination Door County shall have no liability arising out of the contract for negligence or for errors or omissions, in excess of the cost of my ad. Any written or oral information or advice given by Destination Door County will in no way increase the scope of this warranty, nor may I rely on such oral or written communication. The laws of the State of Wisconsin shall govern this agreement.

IMPORTANT: LISTING INFORMATION!

FILL OUT THIS SECTION EXACTLY AS YOU WANT YOUR 2023 LISTING TO APPEAR

Business Name: _____

Address: _____

City: _____ Zip Code: _____

Local Phone: _____ Toll-Free Phone: _____

Website Address: _____

OPEN IN WINTER
(NOV. – APRIL)

Yes

No

Does your business qualify as wheelchair accessible by ADA standards?* (See page 3) YES NO

Are pets welcome at your business? YES NO

Please check the **town/village** you would like to have your listing(s) under.

- | | | |
|--------------------------------------|-----------------------------------|--|
| <input type="radio"/> Baileys Harbor | <input type="radio"/> Fish Creek | <input type="radio"/> Southern Door |
| <input type="radio"/> Carlsville | <input type="radio"/> Gills Rock | <input type="radio"/> Sturgeon Bay |
| <input type="radio"/> Egg Harbor | <input type="radio"/> Jacksonport | <input type="radio"/> Washington Island |
| <input type="radio"/> Ellison Bay | <input type="radio"/> Rowleys Bay | <input type="radio"/> Multiple Locations |
| <input type="radio"/> Ephraim | <input type="radio"/> Sister Bay | |

Directions for CHART Listings in the 2023 Destination Guide

The categories below are listed in chart format. Please check the section(s) you would like to have your chart listing(s) under and use the insert provided with the contract to circle and fill in all other information.

Attractions

- Tours & Guides

Outdoors

- Golf Courses
- Marinas
- Sports Rentals
- Campgrounds

Food & Drink

- Restaurants
- Catering

Services

- Meeting/Reception Facilities

- Hotels, Motels, Resorts & Cottages

- Vacation Home Rentals

- Bed & Breakfasts

Directions for DESCRIPTIVE Listings in the 2023 Destination Guide

The categories below are in listing format. Please check the section(s) you would like to have your descriptive listing(s) under. *You may type your description in an email or attach a Microsoft Word document to an email and send to cathy@doorcounty.com*

Descriptive listing includes:

- Name of business, address, phone & website
- 150 character description

Attractions

- Day Spas/Massage
- Family Fun
- Museums & Historical Attractions
- Other _____

Food & Drink

- Wineries, Breweries, Cider & Spirits

The Arts

- Artist/Artisans/Galleries
- Performing Arts
- Classes & Schools

Outdoors

- Charter Fishing

Shopping

- General
- Markets & Specialty Foods

Services

- Ferry Services
- Health Care
- Health Clubs
- Transportation
- Real Estate
- Visitor Information
- Other _____

Chart Listings

Business Name: _____

Please only fill out the information in the section below that applies to your business. If you are an Accommodation or Campground with a Restaurant, Reception Facilities, or Recreation, you may opt to purchase additional listings and fill out appropriate sections.

2023 LODGING RATES

Rates information is included free with a chart listing. Rates for the 2023 Season:

Lowest nightly rate (2 people), seasonal rates apply: _____

Highest nightly rate (2 people), seasonal rates apply: _____

ACCOMMODATIONS

Please circle all categories that apply:

Water View	Air Conditioning	Outdoor Whirlpool - Common Area
Private Beach	In-Room Whirlpool	Family Friendly
Waterfront	Indoor Pool	WiFi Access
In-Room Fireplace	Outdoor Pool	
Kitchen		

Please circle all lodging types that apply:

Resort/Condo	Motel/Hotel
Cottage(s)	

Number of Units: _____

CAMPGROUNDS

Please circle all categories that apply:

Electric	Restrooms	Playground
Water	Laundry	Trailer Rental
Sewer	Indoor Pool	Seasonal Sites
Dump Station	Outdoor Pool	WiFi Access
Cable TV	Game Room	
Showers		

Please circle all campsite types that apply:

Pull-Thrus	Cabins	Tent Sites
A-Frames	Yurts	Big Rig Sites

Number of Sites: _____

Amps (circle all that apply): 20 30 50

BED & BREAKFASTS

Please circle all categories that apply:

Water View	In-Room Whirlpool	In-Room DVD player
Waterfront	In-Room Mini Refrigerator	Private Beach
Private Baths	In-Room Coffee Maker	Gardens
Children Welcome	In-Room Satellite/Cable TV	Private Decks
In-Room Fireplace	WiFi Access	
Air Conditioning		

Please circle all breakfast types that apply:

Continental	Continental Plus	Full Breakfast
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Number of Rooms: _____

VACATION HOME RENTALS

Please circle all categories that apply:

Water View	Air Conditioning	Partial Linens Provided
Waterfront	Whirlpool	WiFi Access
Private Beach	All Linens Provided	
Fireplace		

Max. Occupancy: _____

Number of Bedrooms: _____

Number of Bathrooms: _____

** To qualify as wheelchair accessible, you must meet all requirements of the Americans with Disabilities Act (ADA). You will find these requirements here: <http://www.access-board.gov>*

Please only fill out the information in the section that applies to your business.

Business Name: _____

RESTAURANTS

Please circle all categories that apply:

Breakfast	Vegetarian Options	Kid's Menu
Lunch	Reservations Accepted	Water View
Dinner	Wine/Beer	Waterfront
Fish Boils	Full Bar	Outdoor Seating
Casual Dining	Coffee House	Dogs Allowed
Fine Dining	Bakery/Deli/Sandwich	Outdoor Seating
Gluten-Free Options		WiFi Access

CATERING

Please circle all categories that apply:

On-Site	Dinner	Bakery/Deli/Sandwich
Full Service	Formal Sit-Down	Wine/Beer
Off-Site	Buffets	Full Liquor Service
Delivery	Appetizers	Chef for Hire
Carry-Out	Party Trays	Group Fish Boil
Breakfast		
Lunch		

Min. Group Size: ____ Max. Group Size: ____

TOURS & GUIDES

Please circle all categories that apply:

Boat Cruises	Parasailing	Air Rides
Kayaking/Canoeing	Lighthouse Tours	Segway Tours
Sailing	Winery Tours	Eco Tours
Zip Line	Tram/Trolley Tours	Historical/Cultural
Waterski/Tubing		

Max. Group Size: ____ Time Length (hrs): ____

RECREATIONAL RENTALS

Please circle all categories that apply:

Bicycles	Stand-Up Paddle Boards	Fishing Boats
Mopeds	Pontoon Boats	Motor Boats/Runabouts
Canoes	Sailboats	Ski/Snowshoes
Kayaks	Jet Skis	UTV/ATV

MEETING/RECEPTION FACILITIES

Please circle all categories that apply:

On-Site Restaurant	Activities Coordinator	Audio Visual Equipment Provided
On-Site Bar/Lounge	Kitchen	WiFi Access
On-Site Catering	Air Conditioning	
	Fireplace	

Largest Mtg./Recep. Room Sq. Ft.: ____

Banquet Seating: ____

Classroom Seating: ____

Max Group Size Range All Meeting Rooms: ____

Total Meeting/Reception Rooms: ____

Total Lodging Rooms: ____

GOLF COURSES

Please circle all categories that apply:

Club Rentals	Driving Range	Pro Shop
Cart Rentals	Golf Pro on Staff	On-Site Restaurant
Tee Times Recommended	Lessons	

Number of Holes: ____ Par: ____

MARINAS

Please circle all categories that apply:

Diesel	Showers	Repair Services
Gas	Restrooms	Storage
Transient	Laundry	WiFi Access
Ramp	Rentals	
Pump Out	Charters	

Number of Slips: ____ Water Depth: ____

Max. Boat Length (ft): ____

Display Advertising

Business Name: _____

PLEASE NOTE:

Destination Guide Display Advertisers must first place one listing before being eligible to purchase a display ad. Advertisers can purchase up to two ads per DDC partnership. If you choose to place two ads, they will not be placed on the same page. **Display ads will be accepted on a first come, first served basis, determined by the date the contract was received. Second display ads and additional listings will be subject to DDC approval based on ad space available in the desired section.**

Ad Placement - Requests for a specific ad placement will be accommodated when possible, but are not guaranteed.

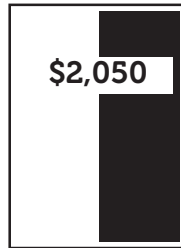
Ad Prepared By (Agency): _____

Contact Name: _____

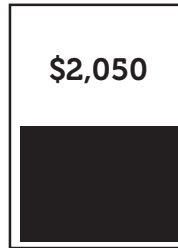
Phone: _____

Ads are available in four sizes:

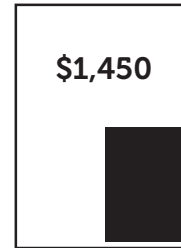
1/2 page vertical, 1/2 page horizontal, 1/4 page vertical, and 1/8 page vertical.
If you wish to purchase ad space for a display ad, please circle your ad choice below:



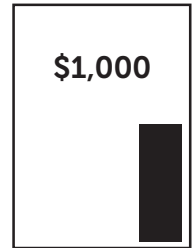
1/2 Page
Vertical
3-5/8" x 10-1/8"



1/2 Page
Horizontal
7-1/2" x 5"



1/4 Page
Vertical
3-5/8" x 5"



1/8 Page
Vertical
1-3/4" x 5"

Your 2022 Display Ad

Submission Deadlines for New Ads: Nov. 2, 2022

Questions? Call Cathy at (920) 818-1135 or email cathy@doorcounty.com.

I submitted my ad materials last year. **Please run it exactly the same.** Initial _____

Please use **new display ad** (via email). Initial _____

Advertising Format & Payment Information.

Required Ad Formats:

Preferred Format -
Print quality PDF,
with no crop marks.

Accepted Formats:

Adobe Illustrator,
Photoshop and InDesign.
All fonts & images at a
resolution of 300 dpi that
go along with your ad must
be included. Advertiser is
responsible for submitting a
compatible electronic file.
Files shall not include
SPOT COLORS
and must be converted
to CMYK.

**Files NOT acceptable would be
Microsoft Publisher, Word or
PowerPoint documents.**
You should email ad materials
to cathy@doorcounty.com
(please call Cathy Lynch
at (920) 818-1135 to
verify email receipt if not
responded to within one
week). Include in the subject line
"2023 DCD ODG Ad".

Advertising Options <small>Check Appropriate Boxes</small>	Price	Quantity	Sub-Total
<input type="checkbox"/> Main Destination Guide Chart/Listing <small>(You must purchase one listing to have a display ad.)</small>	\$225		\$
<input type="checkbox"/> Additional Destination Guide Chart/Listing(s)	\$200		\$
<input type="checkbox"/> Destination Guide 1/8 Page Ad	\$1000		\$
<input type="checkbox"/> Destination Guide 1/4 Page Ad	\$1450		\$
<input type="checkbox"/> Destination Guide 1/2 Page Ad	\$2050		\$
Total Advertising			\$

**Please give us your preferred contact
email address:**

Questions or Problems?

If you have any questions or
would like some help filling
out your contract call the
DDC office at 920-743-4456
and talk to Cathy (direct line
920-818-1135) or send an email
to cathy@doorcounty.com.

Payment & Signature

Please add your total cost here:

Total Cost: \$ _____

Please indicate payment method:

**Remember
to sign.**

Cash

Check # _____

Credit Card
MC, VISA,
Discover or AMEX

Signature Date

(Contract will not be accepted without signature)

Credit Card #: _____ Exp: ____ / ____

CVV #: _____ Billing Zip Code: _____

MAIL OR EMAIL THIS CONTRACT TO:
ATTN: Cathy Lynch
Destination Door County
P.O. Box 406, Sturgeon Bay, WI 54235
cathy@doorcounty.com