



2016

2016 Official Visitor Guide Contract

Deadline: Friday, September 25, 2015

Open House Information Sessions

Come any time between the listed session times below and Visitor Bureau staff will be available to answer questions and help members fill out their contracts on an individual basis. Or you can call the Visitor Bureau 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: Monday, September 14th & Wednesday, September 16th.

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

Terms & Conditions for 2016 Official Visitor Guide

MAILING AND SHIPPING INSTRUCTIONS

Published by: Door County Visitor Bureau,
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 the Door County Visitor Bureau. All advertisers must be members in good standing with the Door County Visitor Bureau. The Visitor Bureau reserves the right to edit copy.

Payment method indication, along with this contract, must be received by the Door County Visitor Bureau no later than **Friday, Sept. 25, 2015**. Any exception to this policy must be approved by the Visitor Bureau board of directors or staff.

MEMBERSHIP

By signing this contract, you agree to remain a member in good standing of the Door County Visitor Bureau for a period of one year from the date of execution.

CIRCULATION

230,000 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 Page.....	1.75" x 5"
1/4 Page.....	3.625" x 5"
1/2 Page Horizontal.....	7.5" x 5"
1/2 Page Vertical.....	3.625" x 10.125"

PRINTING SPECIFICATIONS

Formatted ads include a photo(s), logo, and text. Please include a proof of the logo and photo(s). Pre-designed ads will print as submitted to the Visitor Bureau. 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 the Visitor Bureau in electronic form (see your printer/agency/graphic designer). Advertiser will be responsible for any and all additional charges for ad changes.

The preferred digital format for your photo(s) and logo is JPEG at 300 dpi resolution to the exact size. Also acceptable are graphics in Adobe Illustrator CS6 or lower, Adobe Photoshop CS6 or lower PDF, JPEG, PSD, TIFF. Files must include all images and fonts embedded or included with file. Artwork may be emailed (when emailing, file size cannot exceed 10MB) to renee@doorcounty.com or submitted on CD or DVD. Please call Renee Puccini at (920) 421-1185 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 the Visitor Bureau, and will hold the Visitor Bureau harmless in any dispute involving copyright.

Contract Deadline: Sept. 25, 2015

Art Deadline: Oct. 7, 2015

DISCLAIMER

The Door County Visitor Bureau 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 Visitor Guide, including damage from loss of business or loss of goodwill. The aforementioned applies even if the Door County Visitor Bureau has been advised of the possibility of such damages. By signing this agreement, I agree that the Door County Visitor Bureau 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 the Door County Visitor Bureau 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 2016 LISTING TO APPEAR OR

☐ Check this box if **LISTING** information will be **EXACTLY** the same as last year.

Business Name: _____

Address: _____

City: _____ **Zip Code:** _____

Phone 1: _____ **Phone 2:** _____

Website Address: _____

Email Address: _____

Non-Lodging Business Hours: _____

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

Are pets welcome at your business? ☐ YES ☐ NO

**OPEN IN WINTER
(NOV. – APRIL)**

- ☐ 5+ days/wk Regular Hours
☐ 3-4 days/wk Limited Hours
☐ Weekends Only

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 2016 Visitor 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 inserts provided with the contract to circle and fill in all other information.

Recreation & Attractions

- ☐ Golf Courses
☐ Marinas
☐ Sports Rentals
☐ Tours & Guides

Restaurants

Events Planner

- ☐ Catering
☐ Meeting/Reception Facilities

Campgrounds

- ☐ Accommodations
☐ Vacation Home Rentals
☐ Bed & Breakfasts

Directions for DESCRIPTIVE Listings in the 2016 Visitor 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 renee@doorcounty.com*

Recreation & Attractions

- ☐ Charter Fishing
☐ Day Spas/Massage
☐ Family Fun
☐ Riding & Stables
☐ Wineries & Breweries
☐ Other: _____

Events Planner

- ☐ Other: _____

Museums & Historic Attractions

The Arts

- ☐ Artists, Craftsmen & Galleries
☐ Educational Courses
☐ Performing Arts

Shopping

- ☐ General
☐ Antiques
☐ Markets & Specialty Foods
☐ Convenience Store / Gas

Services

- ☐ Ferry Services
☐ Health Care
☐ Health Clubs
☐ Transportation
☐ Visitor Information
☐ Other: _____

Business, Professional & Real Estate

Descriptive listing includes:

- Name of business, address, phone, website & email address
- A short descriptive paragraph
- A separate line for business hours, indicates if open in winter

Descriptive Listing Text Character Limits:
For-Profit Businesses: 200 characters
Non-Profit Organizations: 400 characters

Submit your copy/text using a word processing program such as Microsoft Word. Use the Word Count function in the **REVIEW TAB** menu in MS Word to calculate the CHARACTERS WITH SPACES. Your business name, address, website and/or e-mail address, phone number and hours will be included using the Listing Info provided above and will NOT count towards your character limit. Capitalize only the beginning of sentences and proper nouns. In the interest of fairness, bold, all-caps and underlining will not be allowed. The Door County Visitor Bureau reserves the right to edit copy. You may email your copy to renee@doorcounty.com or include a printed copy with this contract.

Lodging Chart Listings

Business Name: _____

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

2016 LODGING RATES

Rates information is included free with a chart listing to all lodgers. Please fill in the information on one of the options below that best applies to your business. Rates for the 2016 Season:

Price Range		Price Range
\$_____ – \$_____ Peak Season	OR	\$_____ – \$_____ Weekly
\$_____ – \$_____ Off Season		\$_____ – \$_____ Daily

ACCOMMODATIONS

Please circle all categories that apply:

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

Please circle all lodging types that apply:

Resort/Condo	Motel/Hotel
Cottage(s)	Bed & Breakfast

Number of Units: _____

CAMPGROUNDS

Please circle all categories that apply:

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

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 Fireplace	In-Room DVD / VCR player
Waterfront	Air Conditioning	
Private Baths	In-Room Whirlpool	Private Beach
Pets Allowed		Gardens
Wheelchair Accessible*	In-Room Mini Refrigerator	Private Decks
	In-Room Coffee Maker	WiFi Access
Children Welcome	In-Room Satellite / Cable TV	

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	Wheelchair Accessible*	WiFi Access
Waterfront		All Linens Provided
Private Beach	Whirlpool	Partial Linens Provided
Pets Allowed	Air Conditioning	
	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	Reservations Accepted	Water View
Lunch	Wine/Beer	Waterfront
Dinner	Full Bar	Outdoor Seating
Fish Boils	Coffee House	Wheelchair Accessible* P3
Casual Dining	Bakery/Deli/Sandwich	Pets Allowed (variance approval required)
Fine Dining	WiFi Access	
Kids Menu		

CATERING

Please circle all categories that apply:

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

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

TOURS & GUIDES

Please circle all categories that apply:

Boat Cruises	Lighthouse Tours	Tram/Trolley Tours
Kayaking/Canoeing	Winery Tours	Air Rides
Sailing	Eco Tours	Segway Tours
Para-Sailing	Historical/Cultural	Waterski/Tubing
Zip Line	Wheelchair Accessible* P3	Pets Allowed
Scuba Diving		

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

RECREATIONAL RENTALS

Please circle all categories that apply:

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

MEETING/RECEPTION FACILITIES

Please circle all categories that apply:

On-Site Restaurant	Activities Coordinator	Wheelchair Accessible* P3
On-Site Bar/Lounge	Kitchen	Audio Visual Equipment Provided
On-Site Catering	Air Conditioning	WiFi Access
	Fireplace	

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

Banquet Seating: ____

Classroom Seating: ____

Group Size Range All Meeting Rooms:

Min: ____ Max: ____

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: ____

Rate Ranges Per Number of Holes:

9 \$ ____ - \$ ____ 36 \$ ____ - \$ ____

18 \$ ____ - \$ ____ Off Season Rates:

27 \$ ____ - \$ ____ \$ ____ - \$ ____

MARINAS

Please circle all categories that apply:

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

Number of Slips: ____ Water Depth: ____

Max. Boat Length (ft): ____

Formatted Display Advertising - (Ads created by DCVB)

If you are a Travel Green certified business, you are encouraged to include the Travel Green logo on your ad.

Business Name: _____

Contact Name: _____ Phone: _____

☐ Check here if you want the Travel Green logo in your ad.

Formatted Ads are available in four sizes:

1/2 page vertical, 1/2 page horizontal, 1/4 page vertical, and 1/8 page vertical. Refer to page 8 for dimensions.

Display Ad Copy/Text

Your business name, address, website and e-mail address, and phone number(s) will be included using the Listing Info provided in the listings section and will not count towards your character limit. The Door County Visitor Bureau reserves the right to edit copy.

Display Ad Text Character Limits*:

1/8 page ad: 225 characters

1/4 page ad: 300 characters

1/2 page ad: 700 characters

*Limits depend on placement of logo and size. Bulleted lists are allowed, space permitting.

Logo Dimensions - 1 1/2 " x 1" preferred file Adobe Illustrator CS6 or lower, other options, jpeg, png, tif, eps or psd, pdf all at 300 dpi.

Small Photo

1 5/8" W x 1 5/8" H

Actual Size

Medium Photo

3 1/3" W x 1 5/8" H

Actual Size

Extra Large Photo Vertical

3 1/3" W x 4 1/4" H

Actual Size

Large Photo

3 1/3" W x 2 9/16" H

Actual Size

Extra Large Photo Horizontal

7 1/4" W x 2 1/8" H

Actual Size

Formatted Display Advertising - (Ads created by DCVB) cont.

Accepted Photo Formats: Adobe Photoshops: TIFF, PSD or PDF formats at 300 dpi resolution to the exact size. Advertiser is responsible for submitting a compatible electronic file. Photo(s) & Logo may be submitted on CD or DVD. You may also email ad materials to renee@doorcounty.com (please call Renee Puccini at (920) 421-1185 to verify email receipt if not responded to within one week). Files can not exceed 10MB. It is highly recommended that advertisers proof their ad to ensure image quality. If advertiser does not proof, the Visitor Bureau cannot be held responsible for ad quality. Questions? Call Renee at (920) 421-1185 or email renee@doorcounty.com.

Photo Options:

1/8 page ad:
1 Small Photo

1/4 page ad:
2 Small Photos
1 Medium Photo

1/2 page horizontal ad:
1 Large & 2 Small Photos
1 Large & 1 Medium Photo
1 Extra Large Vertical Photo
1 Extra Large Horizontal Photo

1/2 page vertical ad:
1 Large & 2 Small Photos
1 Large & 1 Medium Photo
1 Extra Large Vertical Photo

Pre-Designed Display Advertising - (Ads created by a designer)

If you are a Travel Green certified business, you are encouraged to include the Travel Green logo on your ad.

Business Name: _____

Pre-Designed Ads are available in four sizes:

1/2 page vertical, 1/2 page horizontal, 1/4 page vertical, and 1/8 page vertical.
Refer to page 8 for dimensions.

If you wish to purchase ad space for a Pre-Designed Ad (ads created by a designer), please complete the information below and include this page when you return your 2016 Official Visitor Guide Contract.

Required Formats:

Resolution - 300 dpi

Preferred Format - Print quality PDF, with no crop marks or Adobe InDesign CS6 or lower with supporting images and fonts.

Accepted Formats: Adobe Illustrator CS6 or lower, Adobe Photoshop CS6 or lower PDF, JPEG, PSD, TIFF. All fonts & images 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, PowerPoint, or QuarkXPress documents.

Ads may be submitted on CD or DVD

You may also email ad materials to renee@doorcounty.com (please call Renee Puccini at (920) 421-1185 to verify email receipt if not responded to within one week). Include in the subject line "2016 DCVB OVG Ad".

File size emailed may not exceed 10MB.

It is highly recommended that advertisers proof their ad to ensure image quality.

If advertiser does not proof, the Visitor Bureau cannot be held responsible for ad quality.

Questions? Call Renee at (920) 421-1185 or email renee@doorcounty.com.

Ad Prepared By (Agency): _____ Contact Name: _____

Phone: _____

PLEASE NOTE:

Visitor Guide Display Advertisers must first place one listing before being eligible to purchase a display ad. Advertisers can purchase up to two ads per DCVB membership, if desired. If placing two ads, member may choose 2 formatted, 2 pre-designed or 1 of each. If you choose to place two ads of the same type, 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 will be subject to DCVB approval based on ad space available in the desired section.**

Additional Listings & Additional Ads will be subject to approval by the Visitor Bureau staff.

Ad Placement - Pre-Designed Display Ads will follow the Formatted Ads in each section of the book. Formatted ads will be grouped according to location in alpha order. Requests for a specific ad placement will be accommodated when possible, but are not guaranteed.

Display Advertising

Visitor Guide Advertisers must submit one listing before being eligible to purchase a display ad. Display ads can be Formatted (to include photo(s), business logo, and text dependent on the size purchased) or Pre-designed (print-ready from your graphic designer). Advertisers may purchase up to two ads per DCVB membership. If placing two ads, member may choose 2 formatted, 2 pre-designed or 1 of each.

☐ I submitted my listing last year. **Please run it exactly the same.**
(see last year's listing below.) Initial_____

☐ I submitted my ad materials last year. **Please run it exactly the same.**
(See last year's ad below.) Initial_____

☐ Please use **new display ad** (on a CD or via email). Initial_____

If placing a new ad, please indicate ad type:

☐ Formatted ☐ Pre-Designed

Your 2015 Listings/Display Ad

Submission Deadlines for New Ads: Oct. 7, 2015

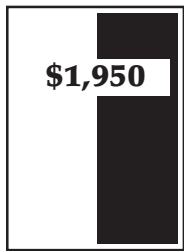
Questions? Call Renee at (920) 421-1185 or email renee@doorcounty.com.

Advertising Opportunities

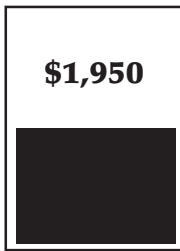
Important Notice: Your membership must be paid in full to be eligible to advertise in the 2016 Visitor Guide. Likewise, all advertising must be paid in full no later than **October 23, 2015.**

Advertising Options Check Appropriate Boxes	Price	Quantity	Sub-Total
<input type="checkbox"/> Main Visitor Guide Chart/Listing (You must purchase one listing to have a display ad.)	\$225		\$
<input type="checkbox"/> Additional Visitor Guide Chart/Listing(s)	\$200		\$
<input type="checkbox"/> Visitor Guide 1/8 Page Ad	\$900		\$
<input type="checkbox"/> Visitor Guide 1/4 Page Ad	\$1350		\$
<input type="checkbox"/> Visitor Guide 1/2 Page Ad	\$1950		\$
Total Advertising			\$

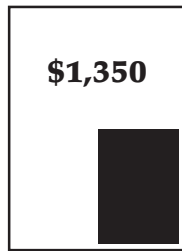
Ad Dimensions:



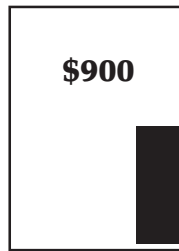
1/2 Page
Vertical
3-5/8" x 10-1/8"



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"

Questions or Problems?

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

Circle your display ad choice(s)

1/8 Page Ad Predesigned
1/4 Page Ad Predesigned
1/2 Page Vertical Ad Predesigned
1/2 Page Horizontal Ad Predesigned

1/8 Page Ad Formatted
1/4 Page Ad Formatted
1/2 Page Vertical Ad Formatted
1/2 Page Horizontal Ad Formatted

Note: All ads and listings will require a signed approval before printing. Be sure to include the email address that you want proofs sent to:

Payment & Signature

Please add your total cost here:

Total Cost:

\$ _____

Please indicate payment method:



☐ Cash

☐ Credit Card
MC, VISA or
Discover

☐ Check # _____

Signature

(Contract will not be accepted without signature)

Date

Credit Card #: _____ Exp: ____ / ____

MAIL, FAX OR DELIVER THIS CONTRACT TO:

ATTN: Cathy Lynch
Door County Visitor Bureau
P.O. Box 406, Sturgeon Bay, WI 54235
Fax (920) 743-7873