



Questions or Problems?

If you have any questions, or would like help filling out your contract, come to an open house info session, or call Cathy at the Visitor Bureau at 746-6663 or 868-3521, Ext 115 or email: cathy@doorcounty.com

2010 Official Visitor Guide Contract

Deadline: Friday, October 2, 2009

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 746-6663 or 868-3521 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 21st & Wednesday, September 23rd.

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

Terms & Conditions for 2010 Official Visitor Guide

MAILING AND SHIPPING INSTRUCTIONS

Published by: Door County Visitor Bureau,
P.O. Box 406, Sturgeon Bay, WI 54235 Phone: (920) 746-6663 or (920) 868-3521 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, Oct. 2, 2009**. Any exception to this policy must be approved by the Visitor Bureau board of directors or staff.

Any ad changes after copy has been submitted to the printer will be subject to an additional production charge as determined by the Visitor Bureau board of directors or staff. Please note:

1. Requests for dupes of ads or photos submitted to the Visitor Bureau may be billed to the advertiser at cost.
2. Please give your design agency ample time to prepare your ad photos and copy. New color photos should include a color proof.

SURCHARGE

In order to meet our production schedule, we must enforce a 10% surcharge for contracts returned after Oct. 2, 2009 (subject to available space). Thank you for your understanding.

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

240,000 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.....	1.750" x 5.0"
1/4 Page.....	3.625" x 5.0"
1/2 Page.....	7.50" x 5.0"

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 is on the disk provided to the Visitor Bureau. Please include a proof

of the ad. Color can be matched exactly ONLY if a Rainbow proof (or equivalent) is provided. Color CANNOT be matched from a color laser or ink jet proof. Any changes in color will need to be made by your graphic designer. 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. Also acceptable are graphics in TIFF, Adobe Illustrator, Photoshop, or PDF format. Advertiser is responsible for submitting a compatible electronic file. Artwork may be emailed 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: Oct. 2, 2009

Art Deadline: Oct. 14, 2009

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.

Listings

Fill out this section exactly as you want the information to appear in your listing.

Business Name: _____

Address: _____

City: _____ **Zip Code:** _____

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

Website or Email Address: _____

Non-Lodging Business Hours: _____

**OPEN IN WINTER
(NOV. – APRIL)**

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

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 2010 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 | <input type="radio"/> Restaurants | <input type="radio"/> Campgrounds |
| <input type="radio"/> Golf Courses | <input type="radio"/> Events Planner | <input type="radio"/> Accommodations |
| <input type="radio"/> Marinas | <input type="radio"/> Catering | <input type="radio"/> Vacation Home Rentals |
| <input type="radio"/> Sports Rentals | <input type="radio"/> Meeting/Reception Facilities | <input type="radio"/> Bed & Breakfasts |
| <input type="radio"/> Tours & Guides | | |

Directions for DESCRIPTIVE Listings in the 2010 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 Microsoft Word and send to renee@doorcounty.com*

- | | | |
|--|---|---|
| Recreation & Attractions
<input type="radio"/> Charter Fishing
<input type="radio"/> Family Fun
<input type="radio"/> Riding & Stables
<input type="radio"/> Wineries & Breweries
<input type="radio"/> Other: _____ | The Arts
<input type="radio"/> Artists, Craftsmen & Galleries
<input type="radio"/> Educational Courses
<input type="radio"/> Performing Arts

Shopping
<input type="radio"/> General
<input type="radio"/> Antiques
<input type="radio"/> Markets & Specialty Foods
<input type="radio"/> Convenience Store / Gas | Services
<input type="radio"/> Ferry Services
<input type="radio"/> Health Care
<input type="radio"/> Spas/Massage/Health Clubs
<input type="radio"/> Transportation
<input type="radio"/> Visitor Information
<input type="radio"/> Other: _____

<input type="radio"/> Business, Professional & Real Estate |
| Events Planner
<input type="radio"/> Other: _____

<input type="radio"/> Museums & Historic Attractions | | |

Descriptive listing includes:

- Name of business, address, phone, website or 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 under the Tools 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 Business 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.

2010 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 2010 Season:

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

ACCOMMODATIONS

Please circle all categories that apply:

Water View	Indoor Pool	In-Room Fireplace
Private Beach	Outdoor Pool	Smoking Units
Pets Allowed	In-Room Whirlpool	Family Friendly
Wheelchair Accessible*	Kitchen	Internet Access
	Air Conditioning	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	Water	WiFi Access
Wheelchair Accessible*	Electric	Restrooms
Indoor Pool	Dump Station	Game Room
Outdoor Pool	Showers	Playground
Sewer	Laundry	Trailer Rental
	Internet Access	Seasonal Sites

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	On Beach
Private Baths	In-Room Mini Refrigerator	Near Beach
Pets Allowed	In-Room Coffee Maker	Gardens
Wheelchair Accessible*	In-Room Satellite/Cable TV	Private Decks
Children Welcome	In-Room DVD/VCR player	Smoking Area(s)
In-Room Fireplace		Internet Access
Air Conditioning		WiFi Access

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	Whirlpool	Internet Access
Private Beach	Air Conditioning	WiFi Access
Pets Allowed	Fireplace	All Linens Provided
Wheelchair Accessible*	Smoking Allowed	Partial Linens Provided

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/adaag/ADAAG.pdf>*

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	Outdoor Seating
Dinner	Full Bar	Smoke Free
Fish Boils	Coffee House	Wheelchair Accessible*P3
Casual Dining	Bakery/Deli/Sandwich	Pets Allowed
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	Wine/Beer
Chef for Hire	Buffets	Liquor Service

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

TOURS & GUIDES

Please circle all categories that apply:

Boat Cruises	Scuba Diving	Tram/Trolley Tours
Kayaking/Canoeing	Lighthouse Tours	Air Rides
Sailing	Winery Tours	Segway Tours
Para-sailing	Eco Tours	Waterski/Tubing
	Wheelchair Accessible*P3	

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

RECREATIONAL RENTALS

Please circle all categories that apply:

Bicycles	Kayaks	Jet Skis
Mopeds	Paddleboats	Fishing Boats
Motorcycles	Pontoon Boats	Motor Boats/Runabouts
Canoes	Sailboats	Ski/Snowshoes

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	Internet Access
Pets Allowed	Fireplace	WiFi Access

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		

Number of Slips: _____ Water Depth: _____

Max. Boat Length (ft): _____

Formatted Display Advertising

Business Name: _____

Circle Chosen Ad Size: _____

Formatted Ad Deadline: October 14, 2009

Required Formats:

Photo Dimensions - See below.

Logo Dimensions - 1 1/2" x 1"

Resolution - 300 dpi

Preferred Format - JPEG (ex: photo.jpg)

Accepted Formats:

TIFF, Adobe Illustrator, Photoshop, or PDF

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).

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.

Display Ad Copy/Text

Please submit your ad copy/text using a word processing program such as Microsoft Word. Use the Word Count function under the Tools menu in MS Word to calculate the CHARACTERS WITH SPACES. Your business name, address, website and e-mail address, and phone number(s) will be included using the Business 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.

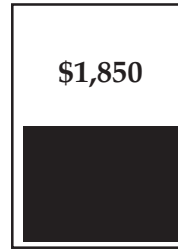
Display Ad Text Character Limits*:

1/8 page ad: 225 characters

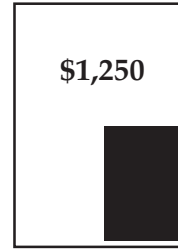
1/4 page ad: 300 characters

1/2 page ad: 450 characters

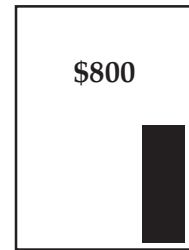
*Limits depend on placement of logo and size. Bulleted lists are allowed, space permitting.



1/2 Page



1/4 Page



1/8 Page

Contact Name: _____

Phone: _____

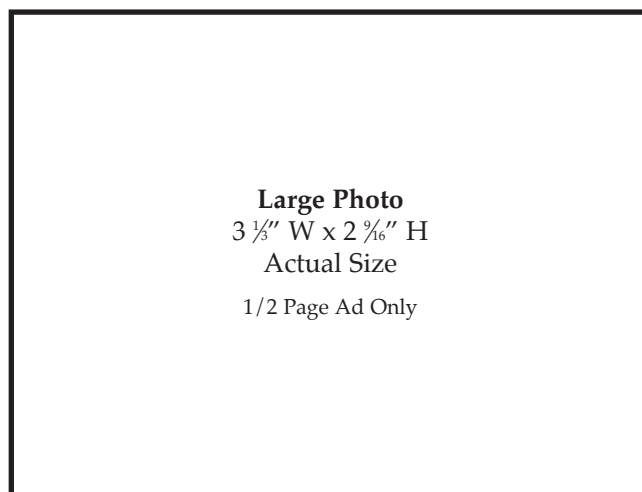
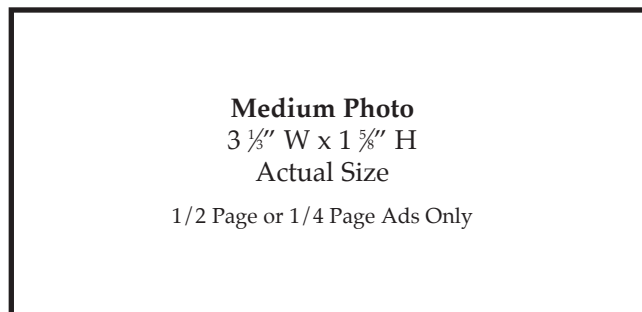
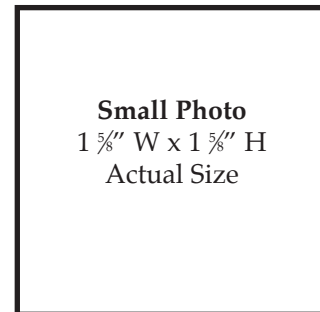
Art submitted via: US Mail Email
 FedEx UPS Hand Delivered

Photo Options:

1/8 page ad:
1 Small Photo

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

1/2 page ad:
1 Large & 2 Small Photos or
1 Large & 1 Medium Photo



Pre-Designed Display Advertising

Business Name: _____

Pre-Designed Ads are only available in two sizes: 1/2 page horizontal and 1/4 page vertical.

If you wish to purchase ad space for a Pre-Designed Ad, please complete the information below and include this page when you return your 2010 Official Visitor Guide Contract.

Pre-Designed Ad Deadline: October 14, 2009

Required Formats:

Resolution - 300 dpi

Preferred Format - Adobe InDesign

Accepted Formats:

Adobe Illustrator, Photoshop or PDF, JPEG, TIFF. All fonts & images that go along with your ad must be included.

Advertiser is responsible for submitting a compatible electronic file.

Ads may be submitted on
CD or DVD

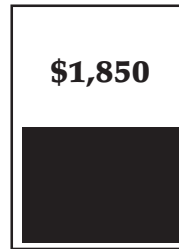
You may also email ad materials to renee@doorcounty.com (please call Renee Puccini at (920) 421-1185 to verify email receipt if not responded to within one week).

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.

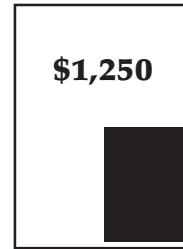
Questions?

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

Circle Chosen Ad Size:



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



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

Ad Prepared By: _____

Contact Name: _____

Phone: _____

Art submitted via: US Mail Email
 FedEx UPS Hand Delivered

PLEASE NOTE:

Visitor Guide Display Advertisers must first place one listing before being eligible to purchase a display ad. Advertisers can purchase both a formatted ad and pre-designed ad if desired.

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

Ad Placement - Pre-Designed Display Ads will be placed after the Formatted Ads in each section of the book. All ads will be grouped according to village in alpha order.

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 both a Formatted Ad and Pre-Designed ad if desired.

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 an acceptable Mac disk or via email).
Initial_____

If placing a new ad, please indicate ad type:

Formatted Pre-Designed

For New Ads: Please fill out ad size and other information on enclosed insert.

Your 2009 Listings/Display Ad

Submission Deadlines for New Ads: Oct. 14, 2009

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

Advertising Opportunities

Directions:

Refer to the grid to the right. Check off items you are purchasing, enter the quantity of each item and enter the cost in the "Sub-Total" box. Add all boxes in the "Sub-Total" column & enter the amount in the "Total Advertising" box.

Questions or Problems?

If you have any questions, or would like some help filling out your contract call the Visitor Bureau office at 746-6663 or 868-3521 and talk to Cathy (x115) or send an email to cathy@doorcounty.com.

Advertising Options <small>Check Appropriate Boxes</small>	Price	Quantity	Sub-Total
<input type="checkbox"/> Visitor Guide Listing(s) <small>(You must purchase one listing to have a display ad.)</small>	\$200		\$
<input type="checkbox"/> Visitor Guide 1/8 Page Ad	\$800		\$
<input type="checkbox"/> Visitor Guide 1/4 Page Ad	\$1250		\$
<input type="checkbox"/> Visitor Guide 1/2 Page Ad	\$1850		\$
Total Advertising			\$

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

NOTES:

- **Visitor Guide Advertisers** may purchase both a Formatted Ad and Pre-Designed Ad if desired.
- **VG Additional Listings & Additional Ads** will be subject to approval by the Visitor Bureau staff.

Important Notice: Although we regret having to implement these policies, the Visitor Bureau can no longer carry debt from unpaid accounts. Therefore, your membership must be paid in full to be eligible to advertise in the 2010 Visitor Guide. Likewise, all advertising must be paid in full by **October 30, 2009**.

Visitor Bureau E-Reminders

FREE REMINDERS *to keep you in the know.*

Visitor Bureau e-Reminders are delivered fresh via e-mail and invite you to communicate your needs to the Visitor Bureau Staff and/or participate in seasonal marketing opportunities.

Info you'll find in these e-Reminders :

- Tips to help you make better use of the services offered through the Visitor Bureau
 - Reminders of pressing deadlines
 - Upcoming events happening in the county
- Community & Visitor Bureau meetings & mixers
 - Marketing reminders and ideas
 - Fun facts & figures

SUBSCRIBE TODAY!

Subscription is free and is not limited to business owners so if you have staff members or family who would benefit from these business updates, please feel free to sign them up below as well.

Email 1: _____

Email 2: _____

Email 3: _____

Questions?

Contact Phil Berndt at: phil@doorcounty.com

Privacy Policy:

Our list server is password protected. You may unsubscribe at any time. While we reserve the right to forward pre-approved member-to-member information and promotions, your address will not be sold or given out.

Payment & Signature

Please add your total cost here:

Total Advertising: \$ _____

10% Late fee for submitting after 10/2/09 \$ _____

Total Cost: \$ _____

FULL PAYMENT MUST BE RECEIVED BY OCT. 30th, 2009

Please indicate payment method:



- | | |
|-------------------------------------|--|
| <input type="radio"/> Paid In Full | <input type="radio"/> Cash |
| <input type="radio"/> Check # _____ | <input type="radio"/> Credit Card
MC, VISA or
Discover
(no surcharge) |

Signature **Date**
(Contract will not be accepted without signature)

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