



PENINSULA PULSE

ppulse.com

Peninsula Pulse, LLC • www.ppulse.com • t: 920.839.2121 • f: 920.839.2929 • office: 8142 hwy 57, baileys harbor, wisconsin 54202 • mail: po box 694 • baileys harbor, wi 54202

Get In Print

Check it. Read it. Use it.

Submit to pr@ppulse.com.

Deadlines are always at noon one week prior to the release of the print edition.

The *Peninsula Pulse* prides itself on being the most comprehensive resource for Door County news, arts and entertainment. By submitting materials in a timely way, you can contribute to this reputation. When it comes to getting in print within our pages or online at ppulse.com, there are a number of ways you can go about it – free of charge – including:

- event calendar listings
- Gallery Guide entries
- press releases
- photo submissions
- Letters to the Editor
- online service directories

From tourists to locals, artists to entertainers, non-profits to businesses, the *Pulse* can be your avenue to get the word out. Read on to find out more...

Pulse Event Calendar How To

The *Peninsula Pulse* online and print event calendars provide an excellent way for readers to keep up with the entertainment opportunities and happenings throughout the Door Peninsula. Whether theater performances, live music, gallery openings or demonstrations, sporting events, tours, festivals or other special activities, there is a place within the *Pulse* events calendar for the information.

Event submissions should include:

- name of the event
- name and street address of the venue
- date, time and duration of the event
- a brief description of what the event entails
- contact information, including phone number and email

A few other notes:

- Recurring events should be submitted with a beginning and an end date.
- Submissions received or modified after the deadline cannot be guaranteed inclusion in the paper; however, updates will be made in as timely a manner as possible to ppulse.com.
- Events submitted in time for print deadlines will also be included in a printer-friendly .pdf file with Pulse Picks, the daily e-newsletter sent to over 700 subscribers, including hotels, coffee shops, restaurants, bars, and individuals in and around Door County. (Note: Selection for write-ups in the email portion of Pulse Picks is at the discretion of the editorial staff.)



Pulse Gallery Guide“LINES”

The *Peninsula Pulse* maintains a comprehensive resource for artists and arts enthusiasts with our Gallery Guide. The print version of this displays contact information and hours of operation for galleries and studios, while the online version provides a complete index with more up-to-date information on current exhibits and general descriptions.

Gallery Guide submissions should include:

- name of the gallery or artist's studio
- street address
- phone number
- email address
- website addresses (if applicable) will be included with a reciprocal link back to ppulse.com
- a general description (no more than 500 characters including spaces)
- current exhibit information
- business hours

A few other notes:

- Changes to the Gallery Guide should be emailed, and they will be made in as timely a fashion as possible.

Pulse Press Releases 101

The *Peninsula Pulse* accepts press releases as a way of supporting businesses, community groups, arts ventures and entertainment venues throughout Door County.

A good press release captures the attention of the general public and conveys a concise, complete description of an upcoming event; a timely report of an event that has just occurred; notification of important personnel or procedural changes in an organization; or other news or feature tips.

While the *Pulse* maintains editors on staff, the more accurate, concise, and complete your press release is the more likely it will be included in our publication. Please proofread your press release, and always follow rules of grammar and style, as excessive errors will cause your press release to be rejected.

Also, the *Pulse* does not always use every part of a press release and reserves the right to edit when necessary.

When submitting a press release, please remember:

- Write press releases in “third person.”
- Include answers to the basic questions: who, what, where, when, why and how?
- The intro of your press release should hook the reader and the body of your press release should contain more detailed information.
- Put the most important information at the beginning of your press release.
- Don't hide your message in embellishments – such as flowery adjectives, bold or underlined text and extra exclamation points – rather convey the message as clearly and concisely as possible.
- Press releases should be between 200 – 500 words and more than one paragraph.
- Provide all possible contact information including address, telephone, fax, email address and website.



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- Date the release and include whether the material is for immediate use or for release at a later date.
- A typed, case sensitive (not all CAPS), digital submission via email or on disk is required. (Please make sure attachments and files on disk are either a Microsoft Word Document or a rich text format (.rtf) file.)
- While handwritten submissions will be accepted, there is no guarantee that these will be included in the paper.

Pulse Photo Submission Specs

The *Peninsula Pulse* recognizes that part of our community can be captured best with an image, which is why we accept graphics and photo submissions to accompany press releases and as stand-alone submissions.

When sending images to the *Pulse*, please note:

- Digital images are preferred and should be submitted via email or on disk in .jpg, .gif, .tif or .pdf format. Do not embed images in other programs or documents, and individual emails should not exceed 5 MB.
- The resolution for the files should be at 200 ppi (note: most Web graphics are at 72 ppi, which is not sufficient for reproduction in newsprint).
- Please include captions that contain pertinent information, for instance: the names of individuals clearly labeled in the photo, the title of a piece of work with the artist's name, the photographer's name, etc.
- Prints of photos are accepted; however, return of these submissions cannot be guaranteed.

Letters to the Editor of the *Pulse*

As part of representing the dynamic Door community, the *Pulse* welcomes Letters to the Editor regarding the material in the paper's pages and general observations from around the county. If you have a perspective or voice you'd like to share email letters@ppulse.com or log on to ppulse.com to submit a Letter to the Editor.

When submitting a Letter to the Editor, please:

- Signify that the submission is, in fact, a Letter to the Editor rather than general company correspondence.
- Limit your word count to 500 words.
- Include contact information (name, town/village/city of residence, daytime phone number, and email address).

A few other notes:

- The *Pulse* reserves the right to select which Letters to the Editor are printed.
- If you have something to say about an article you read in the *Pulse* but not quite sure you'd like to submit a Letter to the Editor, try our online feedback option instead. Log on to ppulse.com, which is enabled with feedback opportunities for all articles, events, letters, directories, etc., to drop a more informal line, letting everyone know what you think. (The *Pulse* reserves the right to monitor feedback and will only post appropriate submissions.)



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ppulse.com Online Service Directories

The *Pulse* would like our online presence to be as useful a resource as our print edition, which is why we utilize ppulse.com to share not only our editorial content but also other relevant information about the community. Service directories are one aspect of our website that allow us to canvas Door County. These listings, which are free of charge for any and all businesses or organizations within our coverage area, are enabled with Google Maps and can provide a direct link to your website if a reciprocal link to ppulse.com is created.

Online service directory submissions should include:

- name of the business or organization
- street address
- phone number
- email address
- website address (if applicable) will be included with a reciprocal link back to ppulse.com
- Indicate which categories of the following your listing should appear within: coffee shop, dining, gallery, golf, government, lodging, media, non-profit, real estate, recreation, rentals, school, services, shopping, tavern, theatre or worship

