



# The Kohler Villager

219 Church Street, Kohler, WI 53044

\*\*\*\*\*ECRWSS\*\*\*\*

Local Postal Customer

PRSR STD  
ECRWSS  
U.S. POSTAGE  
PAID  
EDDM RETAIL

FREE

Independent community newspaper delivered free to all residents and businesses in the Village of Kohler since 2005

## 2020 Media Kit

Deadlines = Rates = Demographic information



www.kohlerwillager.com | kohler.news

kohlerwillager@charter.net | 920-331-4904

### Mary Struck, *Publisher/Editor*

Terra Media, LLC  
219 Church St.  
Kohler, WI 53044  
Email [kohlerwillager@charter.net](mailto:kohlerwillager@charter.net)

**Web:** [kohlerwillager.com](http://kohlerwillager.com)

**News:** [kohler.news](http://kohler.news)

**Email:** [kohlerwillager@charter.net](mailto:kohlerwillager@charter.net)

**Phone:** 920-331-4904

Facebook.com/kohlerwillager

Twitter.com/kohlerwillager

linkedin.com/in/marystruck

### Circulation:

- 1,100 printed and distributed twice per month on the first and third Saturday of each month.

### Distribution:

- Mailed free of charge to all residents and businesses in Kohler.
- Newsstand copies available at:  
Woodlake Market, Take 5 Cafe, Falls Piggly Wiggly, Sports Core, Kohler Credit Union in Kohler, Kohler Schools office, Village Hall, Prevea Clinic in Kohler

### Mechanical Information:

- Tabloid Page, 10½" wide x 16" deep. (Print area: 9-1/2" x 14.7")
- 5 columns to a page  
1 col. = 1.77"  
2 col. = 3.7"  
3 col. = 5.63"  
4 col. = 7.57"  
5 col. = 9.5"
- Digital files accepted: PDF preferred, Word or image files.

### Kohler demographics (2018)

Population: 2,081  
Male: 47.2% | Female 52.8%  
Median age: 44.3  
Median household income: \$81,000  
Median property value: \$236,900  
Most common jobs: Management  
Business, Science & Arts

## RATES

(per column inch):  
See pages 2-12 for samples

### For 2" - 8" pci ads

Black & white . . . \$6 pci

Color . . . . . \$7.75 pci

### For 9" - 27" pci ads

Black & white . . \$5.50 pci

Color . . . . . \$6.50 pci

### 1/2 page

Black & white . . . \$250

Color . . . . . \$325

### 3/4 page

Black & white . . . \$325

Color . . . . . \$400

### Full page

Black & white . . . \$450

Color . . . . . \$525

### Press Release or Social Media Promotions

Promoted on Facebook, Twitter, kohler.news . . . \$30

### Business Card Corner:


**B&W:**  
\$15 per month or  
\$22.50 twice per month

**Color:**  
\$22.50/ mo. or  
\$33.75 twice per month

## DEADLINES

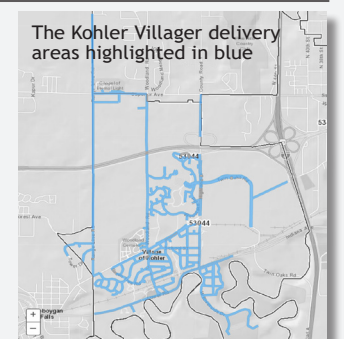
<u>Deadline</u>	<u>For edition</u>
December 27, 2020 . . .	January 4, 2020
January 10, 2020 . . . . .	January 18, 2020
January 24, 2020 . . . . .	February 1, 2020
February 7, 2020 . . . . .	February 15, 2020
February 28, 2020 . . . . .	March 7, 2020
March 13, 2020 . . . . .	March 21, 2020
March 27, 2020 . . . . .	April 4, 2020
April 10, 2020 . . . . .	April 18, 2020
April 24, 2020 . . . . .	May 2, 2020
May 8, 2020 . . . . .	May 16, 2020
May 29, 2020 . . . . .	June 6, 2020
June 12, 2020 . . . . .	June 20, 2020
June 26, 2020 . . . . .	July 4, 2020
July 10, 2020 . . . . .	July 18, 2020
July 24, 2020 . . . . .	August 1, 2020
August 7, 2020 . . . . .	August 15, 2020
August 28, 2020 . . . . .	September 5, 2020
September 11, 2020 . . .	September 19, 2020
September 25, 2020 . . .	October 3, 2020
October 9, 2020 . . . . .	October 17, 2020
October 30, 2020 . . . . .	November 7, 2020
November 13, 2020 . . .	November 21, 2020
November 27, 2020 . . .	December 5, 2020
December 11, 2020 . . .	December 19, 2020
December 25, 2020 . . .	January 2, 2020

Email: [kohlerwillager@charter.net](mailto:kohlerwillager@charter.net)  
or call 920-331-4904



### OUR AUDIENCE




The Kohler Villager is the Village of Kohler's only independent community newspaper and is mailed free to all residents and businesses in Kohler.



The Kohler Villager delivery areas highlighted in blue

### The Kohler Villager Market Reach

Population **2081**      Reach - Free to all households & businesses in Kohler **100%**

 Average Age **44.3**       Average Household Income **\$81,000**       Education Level  
26.6% - Graduate degree  
37% - Bachelors  
11.4% - Some College

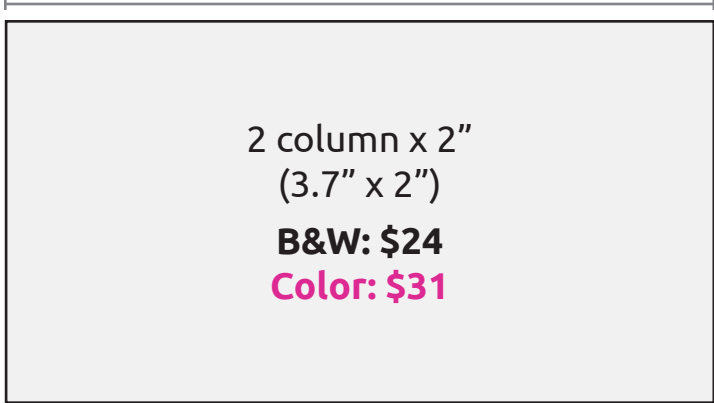
2" - 8" sq. in. (Columns x inches)

B&W: \$6 | Color: \$7.75

How rates are calculated: Multiply columns across x inches deep x price

Example:

2 columns across



2 inches deep

Sample ads on the following pages are the most common sizes, but any sized ads can be accommodated. For quotes, contact [kohlervillager@charter.net](mailto:kohlervillager@charter.net) or 920-331-4904

We multiply 2 columns across x 2 inches deep x \$6 black & white rate = \$24 or 2 columns across x 2 inches deep x \$7.75 col= \$31

1 column x 1"  
(1.77" x 1")  
**Classified: \$5.00**  
(40 words max)

Order classifieds online at [kohlervillager.com/classified](http://kohlervillager.com/classified)  
(Processing fees apply)

1 column x 2"  
(1.77" x 2")  
**B&W: \$12**  
**Color: \$15.50**

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Front page  
**B&W: \$25**  
**Color: \$28.50**

1 column x 3"  
(1.77" x 3")  
**B&W: \$18**  
**Color: \$23.25**

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Front page  
**B&W: \$31**  
**Color: \$36.25**

1 column x 4"  
(1.77" x 4")  
**B&W: \$24**  
**Color: \$31**

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Front page  
**B&W: \$37**  
**Color: \$44**

1 column x 5"  
(1.77" x 5")  
**B&W: \$30**  
**Color: \$38.75**

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Front page  
**B&W: \$43**  
**Color: \$51.75**

1 column x 8"  
(1.77" x 8")  
**B&W: \$48**  
**Color: \$62**

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Front page  
**B&W: \$61**  
**Color: \$75**

1 column x 7"  
(1.77" x 7")  
**B&W: \$42**  
**Color: \$54.25**

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Front page  
**B&W: \$55**  
**Color: \$67.25**

1 column x 6"  
(1.77" x 6")  
**B&W: \$36**  
**Color: \$46.50**

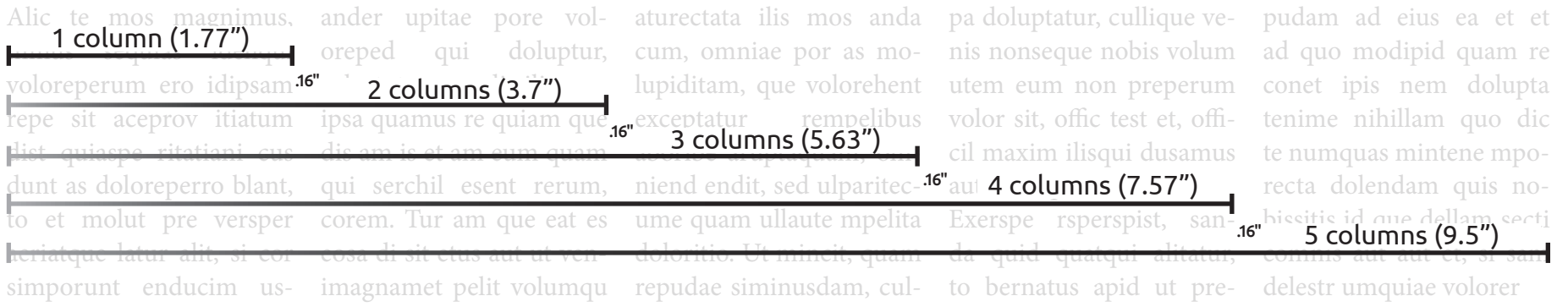
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Front page  
**B&W: \$49**  
**Color: \$59.50**

2 column x 4"  
(3.7" x 4")  
**B&W: \$48**  
**Color: \$62**

**B&W: \$6 | Color: \$7.75**

**Each column measures approximately 1.77" with a .16" gutter between them**



**Have an existing odd-sized ad that doesn't fit these specs?**

No worries! We can either make it fit, or price it to the nearest 1/4, 1/2, or 3/4 column width or depth.

Using example below for a b&w ad which is 2-1/4 columns x 2.5" deep: **2.25 X 2.5 X \$6 = \$33.76**

2.25 columns across

*Odd-sized ad sample*  
 2.25 columns x 2.5"  
**B&W: \$33**  
**Color: \$43.60**

2.5 inches deep

**???**  
**Confused?**  
 Email [kohlervillager@charter.net](mailto:kohlervillager@charter.net) or  
 call or text 920-331-4904  
 for help

3 column x 2"  
 (5.63" x 2")  
**B&W: \$36**  
**Color: \$46.50**

2 column x 3"  
 (3.7" x 3")  
**B&W: \$36**  
**Color: \$46.50**

4 column x 2"  
 (7.57" x 2")  
**B&W: \$48**  
**Color: \$62**

**Sizes 9" - 27"** (Columns x inches)

**B&W: \$5.50 | Color: \$6.50**

**TOP BANNER**

5 column x 2"  
(9.5" x 2")

**B&W: \$60**

**Color: \$75**

**FRONT PAGE**

5 column x 2"  
(9.5" x 2")

**B&W: \$85**

**Color: \$95**

4 column x 3"  
(7.57" x 3")

**B&W: \$66**

**Color: \$78**

3 column x 4"  
(5.63" x 4")

**B&W: \$66**

**Color: \$78**

2 column x 5"  
(3.7" x 5")

**B&W: \$55**

**Color: \$65**

**BOTTOM BANNER**

5 column x 2"  
(9.5" x 2")

**B&W: \$55**

**Color: \$65**

2 column x 6"  
(3.7" x 6")  
**B&W: \$66**  
**Color: \$78**

3 column x 3"  
(5.63" x 3")  
**B&W: \$49.50**  
**Color: \$58.50**

2 column x 8"  
(3.7" x 8")  
**B&W: \$88**  
**Color: \$104**

2 column x 9"  
(3.7" x 9")  
**B&W: \$99**  
**Color: \$117**

3 column x 5"  
(5.63" x 5")  
**B&W: \$82.50**  
**Color: \$97.50**

2 column x 7"  
(3.7" x 7")  
**B&W: \$77**  
**Color: \$91**

3 column x 6"  
(5.63" x 6")  
**B&W: \$99**  
**Color: \$117**

5 column x 4"  
(9.5" x 4")  
**B&W: \$110**  
**Color: \$130**

4 column x 4"  
(7.57" x 4")  
**B&W: \$88**  
**Color: \$104**

5 column x 3"  
(9.5" x 3")

**B&W: \$82.50**

**Color: \$97.50**

2 column x 10"  
(3.7" x 10")

**B&W: \$110**

**Color: \$130**

2 column x 11"  
(3.7" x 11")

**B&W: \$121**

**Color: \$143**

2 column x 12"  
(3.7" x 12")  
**B&W: \$132**  
**Color: \$156**

3 column x 7"  
(5.63" x 7")  
**B&W: \$115.50**  
**Color: \$136.50**

3 column x 8"  
(5.63" x 8")  
**B&W: \$132**  
**Color: \$156**



4 column x 5"  
(7.57" x 5")  
**B&W: \$110**  
**Color: \$130**

2 column x 13"  
(3.7" x 13")  
**B&W: \$143**  
**Color: \$169**

3 column x 9"  
(5.63" x 9")  
**B&W: \$148.50**  
**Color: \$175.50**

4 column x 6"  
(7.57" x 6")  
**B&W: \$132**  
**Color: \$156**

## Special Sizes

**1/2 page**  
**9.5" x 7.5"**  
**B&W: \$250**  
**Color: \$325**

## Press release policy

\*Press releases or articles that promote a business or event are \$30. (Graphic or photo may be included).

\*One free release or article to any who purchase a display ad.

Email [kohlervillager@charter.net](mailto:kohlervillager@charter.net) for more information

## Business Card Corner

Email a scan of your business card to [kohlervillager@charter.net](mailto:kohlervillager@charter.net)

or snail mail your card to:  
The Kohler Villager  
219 Church St.  
Kohler, WI 53044

The address on your card will be billed unless an alternate address is also provided.

**3/4 page**  
**7.57" x 13"**  
**B&W: \$325**  
**Color: \$400**

**Full page  
9.5" x 14.8"**

**B&W: \$450**

**Color: \$525**