



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

2019 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

Web: kohlerwillager.com

News: kohler.news

Email: 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 28, 2018 . . .	January 5, 2019
January 11, 2019	January 19, 2019
January 25, 2019	February 2, 2019
February 8, 2019	February 16, 2019
February 22, 2019	March 2, 2019
March 8, 2019	March 16, 2019
March 29, 2019	April 6, 2019
April 12, 2019	April 20, 2019
April 26, 2019	May 4, 2019
May 10, 2019	May 18, 2019
May 24, 2019	June 1, 2019
June 7, 2019	June 15, 2019
June 28, 2019	July 6, 2019
July 12, 2019	July 20, 2019
July 26, 2019	August 3, 2019
August 9, 2019	August 17, 2019
August 30, 2019	September 7, 2019
September 13, 2019 . . .	September 21, 2019
September 27, 2019 . . .	October 5, 2019
October 11, 2019	October 19, 2019
October 25, 2019	November 2, 2019
November 8, 2019	November 16, 2019
November 29, 2019 . . .	December 7, 2019
December 13, 2019 . . .	December 21, 2019
December 27, 2019 . . .	January 4, 2020

Email: 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.

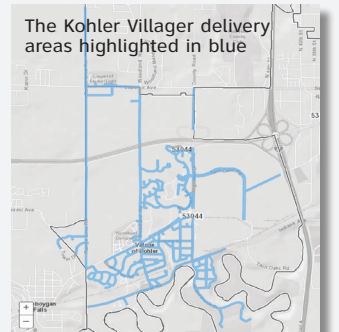
The Kohler Villager Market Reach

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



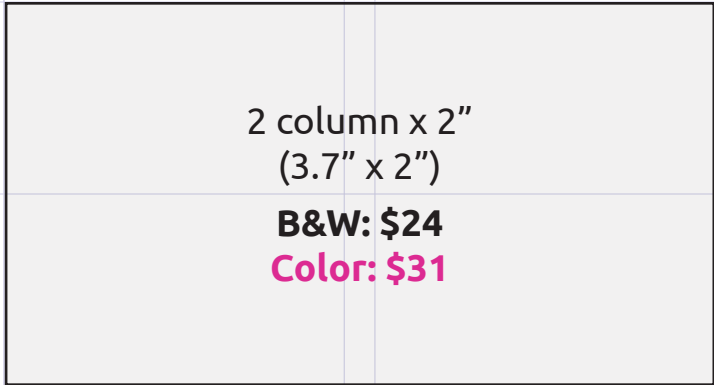
Sizes 2"- 8" sq. in. (Columns x inches)

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

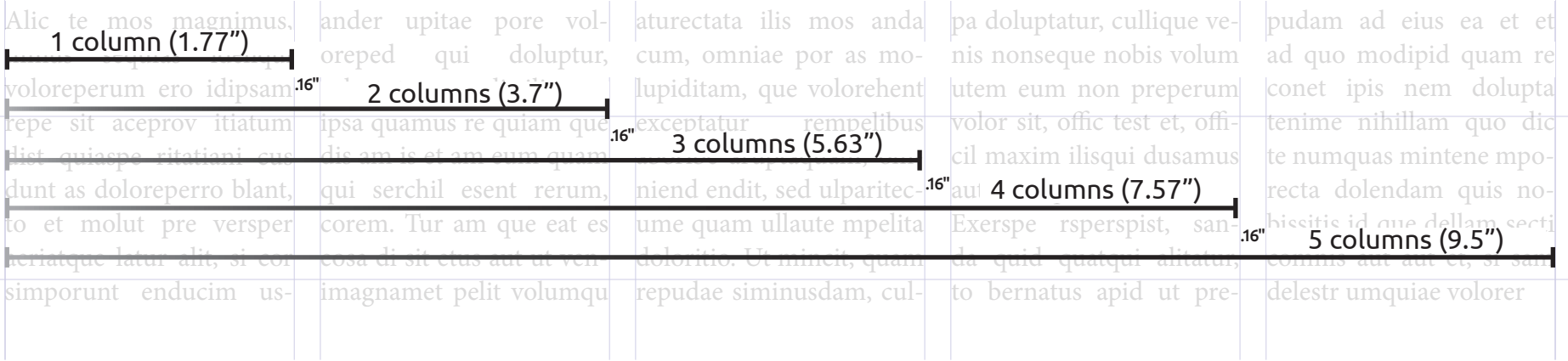
Sample ads on the following pages are the most common sizes, but any sized ads can be accommodated. For quotes, contact kohlervillager@charter.net or 920-331-4904

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

<p>1 column x 1" (1.77" x 1") Classified: \$5.00 (40 words max)</p>	<p>1 column x 2" (1.77" x 2") B&W: \$12 Color: \$15.50</p>	<p>1 column x 3" (1.77" x 3") B&W: \$18 Color: \$23.25</p>	<p>1 column x 4" (1.77" x 4") B&W: \$24 Color: \$31</p>	
<p>Order classifieds online at kohlervillager.com/classified (Processing fees apply)</p>	<p>Front page B&W: \$25 Color: \$28.50</p>	<p>Front page B&W: \$31 Color: \$36.25</p>	<p>Front page B&W: \$37 Color: \$44</p>	<p>1 column x 5" (1.77" x 5") B&W: \$30 Color: \$38.75</p>
				<p>Front page B&W: \$43 Color: \$51.75</p>
<p>1 column x 8" (1.77" x 8") B&W: \$48 Color: \$62</p>	<p>1 column x 7" (1.77" x 7") B&W: \$42 Color: \$54.25</p>	<p>1 column x 6" (1.77" x 6") B&W: \$36 Color: \$46.50</p>		
<p>Front page B&W: \$61 Color: \$75</p>	<p>Front page B&W: \$55 Color: \$67.25</p>	<p>Front page B&W: \$49 Color: \$59.50</p>		
			<p>2 column x 4" (3.7" x 4") B&W: \$48 Color: \$62</p>	

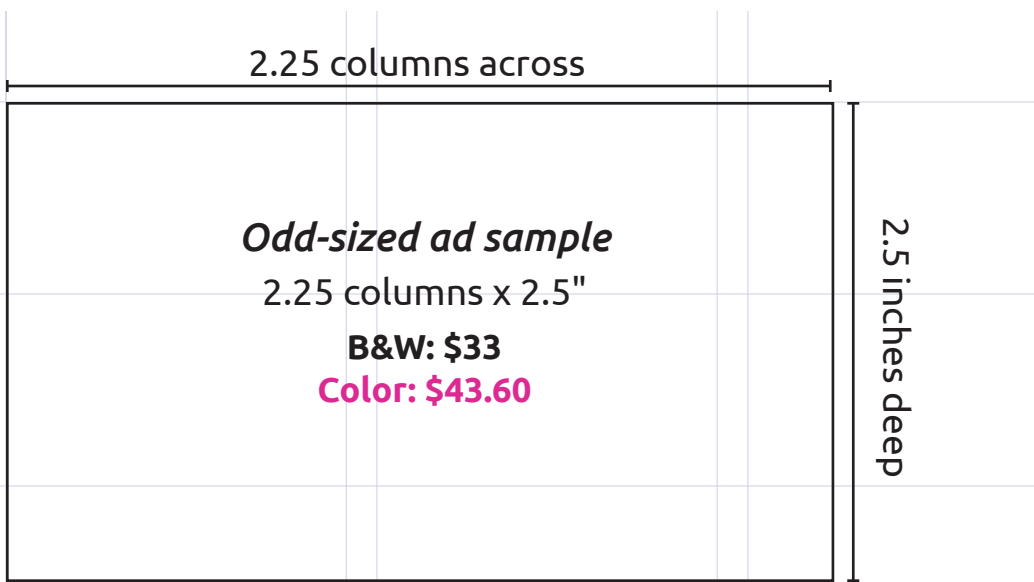
B&W: \$6 | Color: \$7.75

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**



???
Confused?
 Email kohlervillager@charter.net or
 call or text 920-331-4904
 for help

	<p>2 column x 3" (3.7" x 3") B&W: \$36 Color: \$46.50</p>			
	<p>3 column x 2" (5.63" x 2") B&W: \$36 Color: \$46.50</p>			
			<p>4 column x 2" (7.57" x 2") B&W: \$48 Color: \$62</p>	

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 for more information

Business Card Corner

Email a scan of your business card to 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