

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

2021 Media Kit

Deadlines = Rates = Demographic information



www.kohlervillager.com | kohler.news

mary@kohlervillager.com | [920-331-4904](tel:920-331-4904)

Mary Struck, Publisher/Editor

Terra Media, LLC
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Kohler, WI 53044
Email mary@kohlervillager.com

Web: kohlervillager.com

News: kohler.news

Email: mary@kohlervillager.com

Phone: [920-331-4904](tel:920-331-4904)

[Facebook.com/kohlervillager](https://www.facebook.com/kohlervillager)

[Twitter.com/kohlervillager](https://twitter.com/kohlervillager)

[linkedin.com/in/marystruck](https://www.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


Deadline	For edition
December 25, 2020 . . .	January 2, 2021
January 8, 2021	January 16, 2021
January 29, 2021	February 6, 2021
February 12, 2021	February 20, 2021
February 26, 2021	March 6, 2021
March 12, 2021	March 20, 2021
March 26, 2021	April 3, 2021
April 9, 2021	April 17, 2021
April 23, 2021	May 1, 2021
May 7, 2021	May 15, 2021
May 28, 2021	June 5, 2021
June 11, 2021	June 19, 2021
June 25, 2021	July 3, 2021
July 9, 2021	July 17, 2021
July 30, 2021	August 7, 2021
August 13, 2021	August 21, 2021
August 27, 2021	September 4, 2021
September 10, 2021	September 18, 2021
September 24, 2021	October 2, 2021
October 8, 2021	October 16, 2021
October 29, 2021	November 6, 2021
November 12, 2021	November 20, 2021
November 26, 2021	December 4, 2021
December 10, 2021	December 18, 2021
December 24, 2021	January 1, 2022

Email: mary@kohlervillager.com
or call [920-331-4904](tel: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

<p>Population 2081</p>	<p>Reach - Free to all households & businesses in Kohler 100%</p>	
 Average Age 44.3	 Average Household Income \$81,000	 Education Level 26.6% - Graduate degree 37% - Bachelors 11.4% - Some College

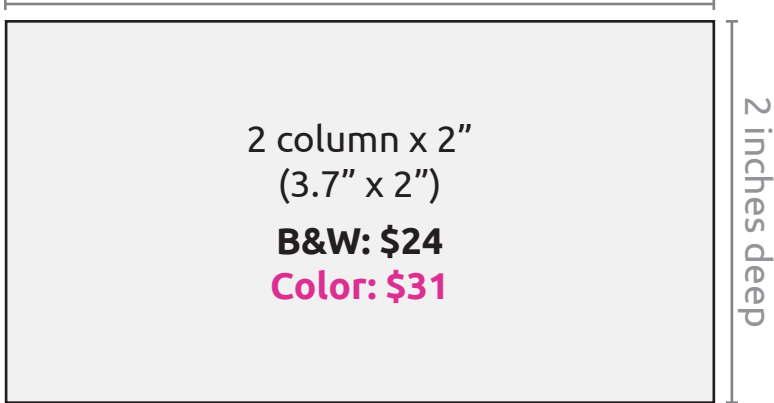
2" - 8" sq. in. (Columns x inches)

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

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

Example:

2 columns across



Sample ads on the following pages are the most common sizes, but any sized ads can be accommodated.

For quotes, contact mary@kohlerwillager.com or

[920-331-4904](tel: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 kohlerwillager.com/classified
 (Processing fees apply)

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

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

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

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

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

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

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

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

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

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

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

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

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

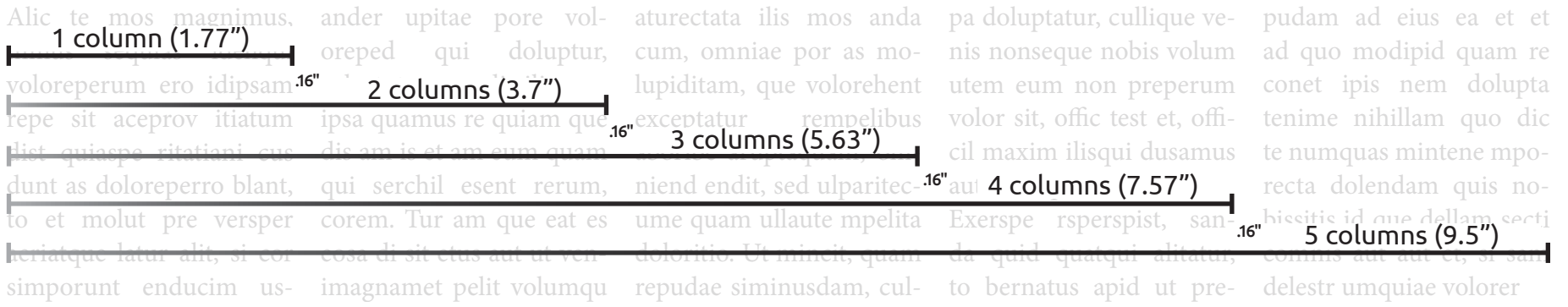
Front page
B&W: \$49
Color: \$59.50

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

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

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 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

The following pages contain samples of actual ad sizes and their rates to choose from, or contact us for quotes on any size

4 **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 mary@kohlervillager.com for more information

Business Card Corner

Email a scan of your business card to mary@kohlervillager.com

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