



Publication Dates



Advertising Deadline Dates

January 2019						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
3 New Years Resolutions						

February 2019						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		
14 Valentines Issue						

March 2019						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						
14 ★ Favorite Dining Experiences, Dining Guide						

April 2019						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				
25 Recreation Guide						

May 2019						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
9 ★ Senior Baby issue 23 ★ Graduation issue ★ Memorial Day Salute to Troops (\$10 per troops ad including design)						

June 2019						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Pulaski News Mailing Address

1040 South St. Augustine St.
Pulaski, WI 54162

p: 920-822-6800 (Business)

f: 920-822-6726

e: pulaskinews@pulaskischools.org

e: pulaskinews@gmail.com

Hours - 7:00 a.m. - 3:30 p.m.

www.pulaskinews.org

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Rates/Prices

Insertion of flyers
.04 cents per page

Contract Rates

10% discount off regular rates
if advertising 12 issues.

Rates per column inch

Please see rate sheet.

★ Color Ads specials
For color Ads, call for quote.

Display Ads are due Thursdays before publication at 10:00 a.m.

Classified ads are due Friday before publication at 10:00 a.m.



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July 2019						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

18 ★ Polka Days Issue

August 2019						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

15 ★ Back to School

September 2019						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October 2019						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

24 Halloween

November 2019						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

21 ★ Holiday's Shopper's Guide
★ Thankful & Giving Issue

December 2019						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

19 ★ Christmas In Memoriam
(\$10 per submission including design)

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Rate Card 2019

INCH	Black/White Regular Price	Color Regular Price	Black/White Contract Price	Color Contract Price
1	7.70	11.55	6.93	10.40
1.5	11.55	17.33	10.39	15.59
2	15.40	23.10	13.86	20.79
2.5	19.25	28.88	17.32	25.98
3	23.10	34.65	20.79	31.19
3.5	26.95	40.43	24.25	36.38
4	30.80	46.20	27.72	41.58
4.5	34.65	51.98	31.18	46.77
5	38.50	57.75	34.65	51.98
5.5	42.35	63.53	38.11	57.17
6	46.20	69.30	41.58	62.37
6.5	50.05	75.08	45.05	67.58
7	53.90	80.85	48.51	72.77
7.5	57.75	86.63	51.97	77.96
8	61.60	92.40	55.44	83.16
8.5	65.45	98.18	58.90	88.35
9	69.30	103.95	62.37	93.56
9.5	73.15	109.73	65.83	98.75
10	77.00	115.50	69.30	103.95
10.5	80.85	121.28	72.76	109.14
11	84.70	127.05	76.23	114.35
11.5	88.55	132.83	79.69	119.54
12	92.40	138.60	83.16	124.74
12.5	96.25	144.38	86.62	129.93
13	100.10	150.15	90.09	135.14
13.5	103.95	155.93	93.55	140.33
14	107.80	161.70	97.02	145.53
14.5	111.65	167.48	100.48	150.72
15	115.50	173.25	103.95	155.93
15.5	108.50	162.75	107.41	161.12
16	123.20	184.80	110.88	166.32
16.5	127.05	190.58	114.34	171.51
17	130.90	196.35	117.81	176.72
17.5	134.75	202.13	121.27	181.91
18	138.60	207.90	124.74	187.11
18.5	142.45	213.68	128.20	192.30
19	146.30	219.45	131.67	197.51
19.5	150.15	225.23	135.13	202.70

INCH	Black/White Regular Price	Color Regular Price	Black/White Contract Price	Color Contract Price
20	154.00	231.00	138.60	207.90
20.5	157.85	236.78	142.06	213.09
21	147.00	220.50	145.53	218.30
21.5	165.55	248.33	148.99	223.49
22	169.40	254.10	152.46	228.69
22.5	173.25	259.88	155.92	233.88
23	177.10	265.65	159.39	239.09
23.5	180.95	271.43	162.85	244.28
24	184.80	277.20	166.32	249.48
24.5	188.65	282.98	169.78	254.67
25	192.50	288.75	173.25	259.88
25.5	196.35	294.53	176.71	265.07
26	200.20	300.30	180.18	270.27
26.5	204.05	306.08	183.64	275.46
27	207.90	311.85	187.11	280.67
27.5	211.75	317.63	190.57	285.86
28	215.60	323.40	194.04	291.06
28.5	219.45	329.18	197.50	296.25
29	223.30	334.95	200.97	301.46
29.5	227.15	340.73	204.43	306.65
30	231.00	346.50	207.90	311.85
30.5	234.85	352.28	211.36	317.04
31	238.70	358.05	214.83	322.25
31.5	242.55	363.83	218.29	327.44
32	246.40	369.60	221.76	332.64
32.5	250.25	375.38	225.22	337.83
33	254.10	381.15	228.69	343.04
33.5	257.95	386.93	232.15	348.23
34	261.80	392.70	235.62	353.43
34.5	265.65	398.48	239.08	358.62
35	269.50	404.25	242.55	363.83
35.5	273.35	410.03	246.01	369.02
36	277.20	415.80	249.48	374.22
36.5	281.05	421.58	252.94	379.41
37	284.90	427.35	256.41	384.62
37.5	288.75	433.13	259.87	389.81
38	292.60	438.90	263.34	395.01
38.5	296.45	444.68	266.80	400.20
39	300.30	450.45	270.27	405.41
39.5	304.15	456.23	273.73	410.60
40	308.00	462.00	277.20	415.80
80	616.00	924.00	554.40	831.60

Ad Design and Pricing Guidelines



Increase Leads & Sales

Our designer will custom design your ad FREE of charge with your paid ad. We have stock images and clip art that we can use. Send us your logo, photos and information. You can also send a completed ad to us as well.



Attract More Customers!

(Sample is 2 column x 4")

2 Column x 4" = \$61.60 Black & White ad
2 Column x 4" = \$92.40 Color Ad

Do you want to use your logo? Send it to us via email and we'll put it in.
email: pulaskinews@pulaskischools.org

REVERSE OUT

Sample Shown
1 Column x 3"

\$23.10 Black/White
\$34.65 Color

Contract Rates
(Buy for 12 or more issues)

\$20.79 Black/White
\$31.19 Color

To determine cost, choose column and multiply by inches deep cost on rate card.

- 1 Column = 1.75" wide
- 2 Column = 3.833" wide
- 3 Column = 5.75" wide
- 4 Column = 7.75" wide
- 5 Column = 9.75" wide



Buy for 12 or more issues and receive a 10% discount

Get Noticed!

Advertise in the Pulaski News

Promote Your Business!

MAKE A BIG IMPRESSION!

Your Services, Products or Business Here!

Send us your logo, photos and information and let us create a **professional ad customized just for YOU.**

Call 920.822.6800 to give your business a BOOST!

Let us design an ad for you.

- ✓FREE ad consultation
- ✓FREE ad design
- ✓Exposure to Thousands of Subscribers
- ✓Great shelf life of your ad

BUSINESS CARD SIZE OR COUPON OF YOUR AD

(Sample is 2 column x 2")

2 Column x 2" = \$30.80 Black & White ad
2 Column x 2" = \$46.20 Color Ad

Call the Pulaski News 920-822-6800

Sample Shown
3 Column x 3"

\$69.30 Black/White
\$62.37 Contract Rate

Sample Shown
4 Column x 5"

\$154.00 Black/White
\$231.00 Color