



Publication Dates



Advertising Deadline Dates

July 2020						
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	

16 ★ Polka Days Issue

August 2020						
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					

27 ★ Back to School

September 2020						
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 2020						
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

22 Halloween

November 2020						
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					

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

December 2020						
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		

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

**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**

**For Editor & Community Information**

Bob Van Enkenvoort | 920.822.6802  
bevanenkenvoort@pulaskischools.org

**For Ad Sales and Information**

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ads@pulaskinews.com

**For Ad Design & Layout**

Sue Simoens | 920-822-6804  
smsimoens@pulaskischools.org

**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.**



**Publication Dates**



**Advertising Deadline Dates**

January 2021						
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						

February 2021						
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						

11 Valentines Issue

March 2021						
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			

11 ★ Favorite Dining Experiences, Dining Guide

April 2021						
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	

22 Recreation Guide

May 2021						
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					

6 ★ Senior Baby issue  
Mother's Day  
20 ★ Graduation issue

June 2021						
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			

17 Father's Day Retirements

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## Rate Card 2020

INCH	Black/White Regular Price	Color Regular Price	Black/White Contract Price	Color Contract Price
1	8.00	12.00	7.30	10.80
1.5	12.00	18.00	10.95	16.20
2	16.00	24.00	14.50	21.60
2.5	20.00	30.00	18.25	27.00
3	24.00	36.00	21.90	32.40
3.5	28.00	42.00	25.55	37.80
4	32.00	48.00	29.20	43.20
4.5	36.00	54.00	32.85	48.60
5	40.00	60.00	36.50	54.00
5.5	44.00	66.00	40.15	59.40
6	48.00	72.00	43.80	64.80
6.5	52.00	78.00	47.45	70.20
7	56.00	84.00	51.10	75.60
7.5	60.00	90.00	54.75	81.00
8	64.00	96.00	58.40	86.40
8.5	68.00	102.00	62.05	91.80
9	72.00	108.00	65.70	97.20
9.5	76.00	114.00	69.30	102.60
10	80.00	120.00	73.00	108.00
10.5	84.00	126.00	76.65	113.40
11	88.00	132.00	80.30	118.80
11.5	92.00	138.00	83.95	124.20
12	96.00	144.00	87.60	129.60
12.5	100.00	150.00	91.25	135.00
13	104.00	156.00	94.90	140.40
13.5	108.00	162.00	98.55	145.80
14	112.00	168.00	102.20	151.20
14.5	116.00	174.00	105.85	156.60
15	120.00	180.00	109.50	162.00
15.5	124.00	186.00	113.15	167.40
16	128.00	192.00	116.80	172.80
16.5	132.00	198.00	120.45	178.20
17	136.00	204.00	124.10	183.60
17.5	140.00	210.00	127.75	189.00
18	144.00	216.00	131.40	194.40
18.5	148.00	222.00	135.05	199.80
19	152.00	228.00	138.70	205.20
19.5	156.00	234.00	142.35	210.60

INCH	Black/White Regular Price	Color Regular Price	Black/White Contract Price	Color Contract Price
<b>20</b>	<b>160.00</b>	<b>240.00</b>	<b>146.00</b>	<b>216.00</b>
20.5	164.00	246.00	149.65	221.40
21	168.00	252.00	153.30	226.80
21.5	172.00	258.00	156.95	232.20
22	176.00	264.00	160.60	237.60
22.5	180.00	270.00	164.25	243.00
23	184.00	276.00	167.90	248.40
23.5	188.00	282.00	171.55	253.80
24	192.00	288.00	175.20	259.20
24.5	196.00	294.00	178.85	264.60
25	200.00	300.00	182.50	270.00
25.5	204.00	306.00	186.15	275.40
26	208.00	312.00	189.80	280.80
26.5	212.00	318.00	193.45	286.20
27	216.00	324.00	197.10	291.60
27.5	220.00	330.00	200.75	297.00
28	224.00	336.00	204.40	302.40
28.5	228.00	342.00	208.05	307.80
29	232.00	348.00	211.70	313.20
29.5	236.00	354.00	215.35	318.60
30	240.00	360.00	219.00	324.00
30.5	244.00	366.00	222.65	329.40
31	248.00	372.00	226.30	334.80
31.5	252.00	378.00	229.95	340.20
32	256.00	384.00	233.60	345.60
32.5	260.00	390.00	237.25	351.00
33	264.00	396.00	240.90	356.40
33.5	268.00	402.00	244.55	361.80
34	272.00	408.00	248.20	367.20
34.5	276.00	414.00	251.85	372.60
35	280.00	420.00	255.50	378.00
35.5	284.00	426.00	259.15	383.40
36	288.00	432.00	262.80	388.80
36.5	292.00	438.00	266.45	394.20
37	296.00	444.00	270.10	399.60
37.5	300.00	450.00	273.75	405.00
38	304.00	456.00	277.40	410.40
38.5	308.00	462.00	281.05	415.80
39	312.00	468.00	284.70	421.20
39.5	316.00	474.00	288.35	426.60
<b>40</b>	<b>320.00</b>	<b>480.00</b>	<b>292.00</b>	<b>432.00</b>
<b>80</b>	<b>640.00</b>	<b>960.00</b>	<b>584.00</b>	<b>864.00</b>

# Ad Design and Pricing Guidelines



PRODUCED IN RED RAIDER COUNTRY

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.

## REVERSE OUT

Sample Shown  
1 Column x 3"

\$24 Black/White  
\$36 Color

Contract Rates  
(Buy for 12 or more issues)

\$21.90 Black/White  
\$32.40 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



PRODUCED IN RED RAIDER COUNTRY

Attract More Customers!

(Sample is 2 column x 4")

2 Column x 4" = \$64 Black & White ad  
2 Column x 4" = \$96 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

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.**

Sample Shown  
4 Column x 5"

\$160 Black/White  
\$240 Color

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

Sample Shown  
3 Column x 3"

\$72.00 Black/White  
\$65.70 Contract Rate

### BUSINESS CARD SIZE OR COUPON OF YOUR AD

(Sample is 2 column x 2")

2 Column x 2" = \$32 Black & White ad  
2 Column x 2" = \$48 Color Ad

Call the Pulaski News 920-822-6800