

The Villager Media Kit
2026 Advertising & Partnership Guide
Serving Readers Across East Austin and the Greater Austin Area



Thank you for considering a partnership with our publication. Each week, our newspaper reaches readers across East Austin and the surrounding community—readers who rely on us for clear reporting, thoughtful analysis, and a steady commitment to justice centered storytelling. Our audience is deeply rooted, civically engaged, and attentive to the businesses and institutions that invest in the neighborhoods they call home. When advertisers choose to appear in these pages, they are not simply purchasing space; they are joining a trusted conversation that shapes how our community understands itself and its future.

Our mission is grounded in accountability, accuracy, and service. We cover the issues that matter most to East Austin residents, from local policy and education to culture, business, and neighborhood change. We work to elevate voices that are too often overlooked, and we approach every story with the belief that informed communities are stronger, safer, and more empowered. This commitment has earned us a loyal readership and a respected place in Austin’s civic landscape.

Advertising plays a vital role in sustaining this work. Your support allows us to maintain independent reporting, expand our coverage, and continue providing a platform where community stories can be told with dignity and depth. In return, we offer advertisers a direct connection to a readership that values authenticity, local investment, and businesses that stand with the community. Our rate structure is designed to be fair, transparent, and competitive with Austin’s established weeklies, ensuring that partners of all sizes can participate.

We are proud of the trust our readers place in us, and we are equally proud to extend that trust to the businesses and organizations that choose to advertise here. We look forward to working with you and building a partnership that strengthens both your reach and the community we serve.

About the Publication

Founded with a commitment to clarity, accountability, and community service, the Villager stands as a trusted source of news and analysis for East Austin and the surrounding neighborhoods. Each issue delivers reporting that is grounded in accuracy and shaped by a deep understanding of the cultural, political, and historical forces that define the community. The paper’s coverage spans local government, education, business, culture, and neighborhood change, with a particular focus on elevating the voices and experiences of Black residents and other marginalized groups whose stories are too often overlooked in mainstream media.

The Villager maintains a weekly circulation of 6,100 copies, distributed through a network of community hubs, small businesses, cultural institutions, and public gathering spaces. This distribution model ensures that the paper remains accessible to longtime residents, new arrivals, and the civic leaders who shape

East Austin's future. Readers turn to the publication not only for news but for context, perspective, and a sense of connection to the issues that matter most in their daily lives.

The Villager's editorial approach is rooted in a belief that journalism should strengthen communities. Reporting is guided by principles of fairness, transparency, and public accountability, with an emphasis on stories that illuminate systemic challenges and highlight local leadership. The Villager's voice is steady, informed, and community centered, offering readers a reliable source of information and advertisers a respected platform for reaching an engaged and attentive audience.

Audience Demographics

The Villager serves a readership of individuals who reflect the cultural depth, civic engagement, and economic diversity of East Austin. The audience is composed of longtime residents, multigenerational families, emerging professionals, educators, small business owners, and community advocates who rely on the paper for credible reporting and grounded local insight. Readers are highly attentive to neighborhood issues, responsive to community centered messaging, and supportive of businesses that demonstrate a commitment to East Austin's long standing cultural identity.

The publication's audience is predominantly local, with the majority of readers residing within East Austin's historic Black neighborhoods and adjacent communities experiencing rapid demographic change. This geographic concentration gives advertisers a direct line to households that are deeply invested in local decision making, public education, small business development, and cultural preservation. The readership spans a broad age range, with strong representation among adults aged 30 to 65, a group that holds significant purchasing power and plays an active role in shaping community priorities.

Economically, the audience includes both established homeowners and renters navigating Austin's shifting housing landscape. Many readers work in education, public service, healthcare, the creative sector, and small business ownership, reflecting the professional diversity of East Austin's workforce. The publication also reaches a substantial number of retirees and longtime residents whose historical knowledge and civic participation contribute to the community's continuity and resilience.

Culturally, the readership is anchored by Black residents whose voices and experiences remain central to the publication's mission. The audience also includes Latino, white, and immigrant families who share a stake in the neighborhood's future and value reporting that is accurate, contextual, and community centered. This blend of long standing and newly engaged readers creates a dynamic, multigenerational audience that is both loyal to the publication and responsive to advertising that aligns with their values.

Advertisers benefit from a readership that is informed, engaged, and attentive to businesses that invest in the community. The publication's demographic profile offers a unique opportunity to reach households that prioritize authenticity, local relevance, and meaningful connection in the messages they receive.

The Villager is a trusted weekly source of news, analysis, and community reporting for East Austin and the surrounding neighborhoods. Each issue reflects a commitment to accuracy, accountability, and justice centered storytelling, offering readers the clarity and context they need to navigate local and national communiqués. With a circulation of 6,100 and a distribution network rooted in community hubs, small businesses, cultural institutions, and public gathering spaces, the publication provides advertisers with direct access to one of Austin's most engaged and culturally significant audiences.

The Villager's media kit outlines the publication's mission, audience profile, advertising rates, and partnership opportunities. It is designed to give businesses, organizations, and institutions a clear understanding of the value and reach of the publication, as well as the benefits of aligning with a platform that has earned the trust of East Austin residents for over 53 years. Whether supporting a single campaign or building a long-term presence, advertisers will find a professional, transparent, and community centered environment in which their messages can thrive.

Advertiser Benefits

Advertising in the Villager offers businesses a direct connection to one of Austin's most engaged and culturally significant communities. With a weekly circulation of 6,100 papers concentrated in East Austin and surrounding areas, advertisers gain access to an audience that is attentive, community minded, and responsive to messages that reflect local values. The Villager's readers are deeply invested in neighborhood life, public affairs, education, small business development, and cultural preservation, making them highly receptive to advertising that demonstrates authenticity and respect for the community's identity.

The Villager provides advertisers with a trusted environment where their messages appear alongside credible reporting and thoughtful analysis. This context enhances the visibility and impact of each advertisement, ensuring that businesses are seen not only as commercial partners but as contributors to the civic life of the community. Our paper's justice centered editorial mission and longstanding commitment to accountability journalism have earned it a reputation for integrity, which extends to the advertisers who choose to appear in its pages.

Advertisers benefit from a distribution model that places the Villager directly in the hands of residents, business owners, educators, and civic leaders across East Austin. Copies are available in high traffic community hubs, local businesses, cultural institutions, and public gathering spaces, ensuring consistent exposure and repeated visibility throughout the week. This targeted distribution allows advertisers to reach readers where they live, work, and engage with their community.

The Villagers' competitive pricing structure, including frequency discounts and nonprofit accommodations, offers accessible entry points for businesses of all sizes. Whether promoting a new service, announcing an event, or building long term brand recognition, advertisers can tailor their campaigns to meet their goals while maintaining a strong presence in a respected local platform. Our paper's consistent readership and community trust provide a stable foundation for advertisers seeking meaningful, sustained engagement.

By choosing to advertise in the Villager, businesses align themselves with a mission driven institution that values accuracy, equity, and community voice. This alignment strengthens brand credibility and fosters goodwill among readers who prioritize supporting organizations that invest in East Austin's cultural and economic vitality.



The Villager



THE VILLAGER is a free community service weekly newspaper published and distributed every Friday in neighborhood businesses and major supermarkets throughout East Austin, Northeast Austin, Southeast Austin, Pflugerville, and Round Rock. **THE VILLAGER** also serves a major hub for churches and other surrounding Greater Austin Areas like the cities of Manor and Taylor.

The policy of **THE VILLAGER** is to publish a community newspaper that serves consumers and merchants in the Austin market, where it focuses on news, events, announcements and newsmakers, which are expressed in general news, political news, business news, sports news, editorials and comments, with an emphasis on African-Americans of all ages and occupations, in and out of the Austin area.

THE VILLAGER is published by the **Black Registry Publishing Company (BRPC)** and is centrally located in East Austin at **6633 E Highway 290, STE 101, Austin, TX 78723**. **THE VILLAGER** has been in continuous publication since 1973.

For more information call (512) 476-0082 or e-mail us at VIL3202@AOL.COM.



Mr. T.L. Wyatt,

Founder of THE VILLAGER

VILLAGER ADVERTISING RATES

Advertising in the Villager is priced using a standard open rate of nineteen dollars per column inch (PCI) for display ads and seventeen dollars PCI for classifieds. This rate reflects the paper's reach of readers across East Austin and the surrounding community, and it positions the Villager competitively among Austin's established weekly newspapers. All display advertising is billed at the open rate unless a frequency agreement is in place. Color is available at an additional \$100 per ad.

Advertisers who commit to multiple insertions may qualify for frequency discounts. A four-issue commitment receives a ten percent reduction while a thirteen-issue commitment receives a fifteen percent discount. Political advertising is billed at the open rate without discounts, in accordance with federal and state requirements.

Our PCI rate structure has been created to ensure clarity, fairness, and consistency for all advertisers while maintaining the value of the publication's audience and the integrity of its pricing. It also provides small businesses and community partners with accessible entry points while preserving the paper's ability to sustain high-quality, community-centered journalism.

VILLAGER DISTRIBUTION APPROACH

The Villager's 6,100 printed issues reach readers each week across Austin, East Austin, Pflugerville, Round Rock, and the surrounding communities, with a distribution footprint that includes neighborhood businesses, community centers, cultural institutions, and high-traffic public spaces. The audience is composed of long-time residents, new inhabitants, emerging leaders, small-business owners, educators, civic advocates, and families who rely on the paper for credible reporting and community-centered storytelling. Readers are deeply engaged with local issues, responsive to advertising that reflects their values and needs, and committed to supporting businesses that invest in the neighborhoods they call home.

The Villager's distribution strategy prioritizes accessibility and visibility, ensuring that each issue is placed where readers naturally gather and where community life is most active. This includes targeted placement in East Austin corridors like HEB grocery stores, legacy Black neighborhoods, and key civic and cultural hubs; including Austin Community College, The Carver Library, and the Millennium Theater. The result is a readership that is both geographically concentrated and highly attentive, offering advertisers a direct connection to one of Austin's most influential and culturally significant communities.

Editorially, the Villager is grounded in a mission of justice-centered reporting, accountability journalism, and community uplift. Coverage highlights the voices, experiences, and leadership of Black residents and other marginalized groups, while offering clear, factual reporting on policy, culture, education, business, and neighborhood change. The paper's commitment to accuracy, integrity, and community service has earned it a trusted role in East Austin's civic landscape, making it a reliable platform for advertisers seeking meaningful engagement with readers who value authenticity and local impact.

Page Count & Issue Sizing Policy

The Villager maintains a flexible issue sizing policy that aligns page count with confirmed advertising support. This approach ensures financial stability, protects the value of the publication's rate structure, and guarantees that each issue is produced at a sustainable level without compromising circulation or editorial integrity. Page count is determined by the total volume of paid advertising secured for each issue, with the goal of matching print capacity to community demand while preserving consistent quality for readers and advertisers.

The standard weekly edition is published in either a four-page, six-page or eight-page format. Issues supported by less than two thousand dollars in confirmed advertising are produced as a four-page edition. This format allows the publication to maintain full circulation while controlling production costs during weeks of lighter advertiser participation. When advertising support reaches or exceeds three thousand dollars, the publication expands to a six-page edition. When advertising support reaches or exceeds four thousand dollars, the publication expands to an eight-page edition. These larger formats provide additional space for display advertising, community announcements, and expanded editorial coverage, and is used during weeks of heightened advertiser demand or special community interest.

This tiered structure ensures that advertisers receive the same circulation and community reach regardless of page count, while the Villager maintains responsible stewardship of its resources. The policy also preserves the ability to scale up during high demand periods, including seasonal peaks, special issues, and the fourth quarter, when advertising activity traditionally increases. By aligning page count with confirmed revenue, the publication avoids unnecessary production costs, protects long term rate stability, and ensures that every issue is fully supported by the community it serves.

Advertisers may reserve space in either format and the Villager will communicate anticipated page counts in advance whenever possible, though final determinations are made based on confirmed advertising at the close of the weekly deadline. This policy reflects the Villager's commitment to transparency, sustainability, and consistent service to both readers and advertisers.

Publisher's Note on Page Count

As a community newspaper, we size each issue responsibly based on the advertising support we receive that week. This helps us keep our circulation strong, protect our print quality, and ensure that every edition is fully funded without raising rates unnecessarily. When ad volume is lighter, we publish a four-page issue to manage costs while still delivering the essential news our readers rely on. When advertiser demand increases, we expand to six or eight pages to provide more space for community coverage and display advertising. This flexible approach allows us to serve our readers consistently, support local businesses at accessible prices, and maintain the long-term sustainability of the publication.

COLUMN RATES

THE VILLAGER is the home of “*Flat Rate Column Inch Pricing!*”

We offer the low standard rate of **\$19.00** per **column inch*** for display ads and **\$17.00** per **column inch*** for classifieds, public notices, and announcements.

Color is available for an additional fee of \$100.

We offer **10%** discounts for ad campaigns lasting at least 4 weeks. Ads do not have to run consecutively to receive our discount; however, a campaign for 4 weeks or more is required and must be agreed upon by both **THE VILLAGER** and the client. Campaigns lasting 13 weeks or more will receive a **15%** discount without consecutive runs needed. Same run rules apply as the 4 or more-week campaigns.

Large size advertisements may receive **deeper** discounts for multiple week campaigns!

DEADLINES

THE VILLAGER goes to press on Thursday and prints on Friday.

News, PSAs, and advertisement are due **Monday, 5:00 p.m.** for the Friday of the same week.

We are ready to take your information as early as you care to provide it.

If you cannot make the deadline, please call as soon as you possibly can for assistance.

MECHANICAL

Offset printing* - Columns are 1x1.61 inches (.1667-inch gutter)
- 10.5 x 21.5 inches (Broadsheet)

*Please be advised that the maximum advertising print size is 10.5 x 21 inches. **0.5 inches of space is reserved for the page title header.**
Effective July 1, 2023.



Villager sample rates and sizes

AD SIZE Column inches	1 WEEK Prices	4 WEEKS Prices (-10%)	13 WEEKS Prices (-15%)
1 x 3	\$57.00	\$205.20	\$629.85
2 x 2	\$76.00	\$273.60	\$839.80
2 x 3	\$114.00	\$410.40	\$1,259.70
2 x 4	\$152.00	\$547.20	\$1,679.60
2 x 5	\$190.00	\$684.00	\$2,099.50
Large 3 x 5 (1/8 page)	\$285.00	\$1,026.00	\$3,149.25
Larger sizes			
Quarter page 3 x 10.5	\$598.50	\$2,154.60	\$6,613.43
Half page 6 x 10.5	\$1,197.00	\$4,309.20	\$13,226.85
Full page 6 x 21	\$2,394.00	\$8,618.40	\$26,453.70



Web Advertisement

Placement, sizes and rates for web advertising

Ads are accepted in the standard sizes listed.

Variations in the height and widths of ads are NOT permitted.

We reserve the right to refuse an ad for any reason, including inappropriate content, annoying effects or excessive file size.

Please provide us with web-ready art with an optional web link for your click-through.

Art must be provided as a static or animated GIF. (Please keep your file's weight to 40kb or less and your animated files to 15 seconds or less.)

Discounts awarded to patrons who advertise in both, the Villager Newspaper and the Villager online. You may call or email us for price quotes.



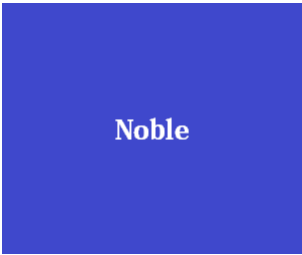
Rates and Sizes*

300 x 50	The Panorama Banner. \$20 per month. 10% Discount for 6-month contracts. 20% Discount for yearly contracts.
300 x 100	The Vista Banner. \$40 per month. 10% Discount for 6-month contracts. 20% Discount for yearly contracts.
300 x 150	The Equidistant Banner. \$60 per month. 10% Discount for 6-month contracts. 20% Discount for yearly contracts.
300 x 200	The PrimeTime Banner. \$80 per month. 10% Discount for 6-month contracts. 20% Discount for yearly contracts.
300 x 250	The Noble Banner. \$100 per month. 10% Discount for 6-month contracts. 20% Discount for yearly contracts.

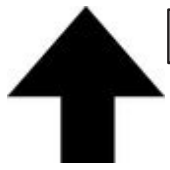
*Diagrams of banner ads and print ad dimensions are available below.



Rates and Sizes

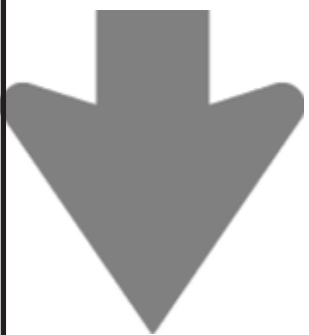
300 x 50	<p><i>The Panorama Banner.</i></p> <p>\$20 per month. 10% Discount for 6 month contracts. 20% Discount for yearly contracts.</p>	 Panorama
300 x 100	<p><i>The Vista Banner.</i></p> <p>\$40 per month. 10% Discount for 6 month contracts. 20% Discount for yearly contracts.</p>	 Vista
300 x 150	<p><i>The Equidistant Banner.</i></p> <p>\$60 per month. 10% Discount for 6 month contracts. 20% Discount for yearly contracts.</p>	 Equidistant
300 x 200	<p><i>The PrimeTime Banner.</i></p> <p>\$80 per month. 10% Discount for 6 month contracts. 20% Discount for yearly contracts.</p>	 PrimeTime
300 x 250	<p><i>The Noble Banner.</i></p> <p>\$100 per month. 10% Discount for 6 month contracts. 20% Discount for yearly contracts.</p>	 Noble

A 0.5 inch space is reserved for the title page header on advertisable pages.

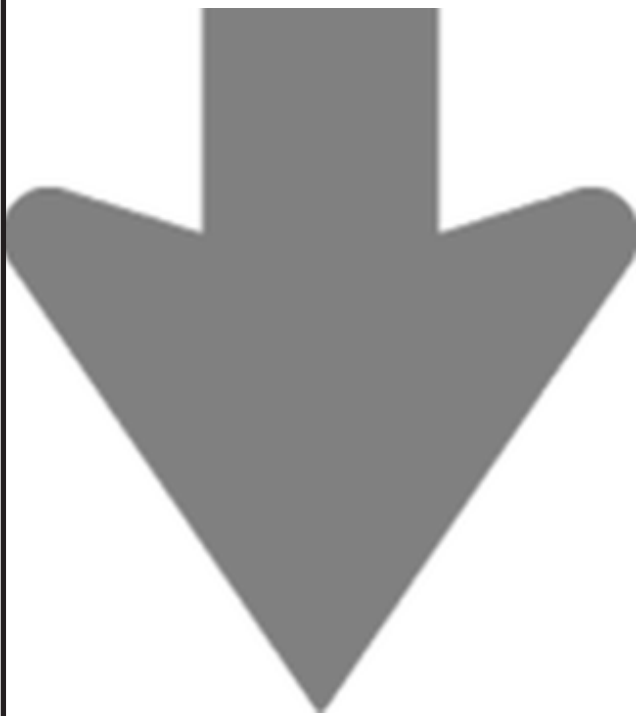


MAXIMUM ADVERTISING SIZE IS 10.5W X 21L

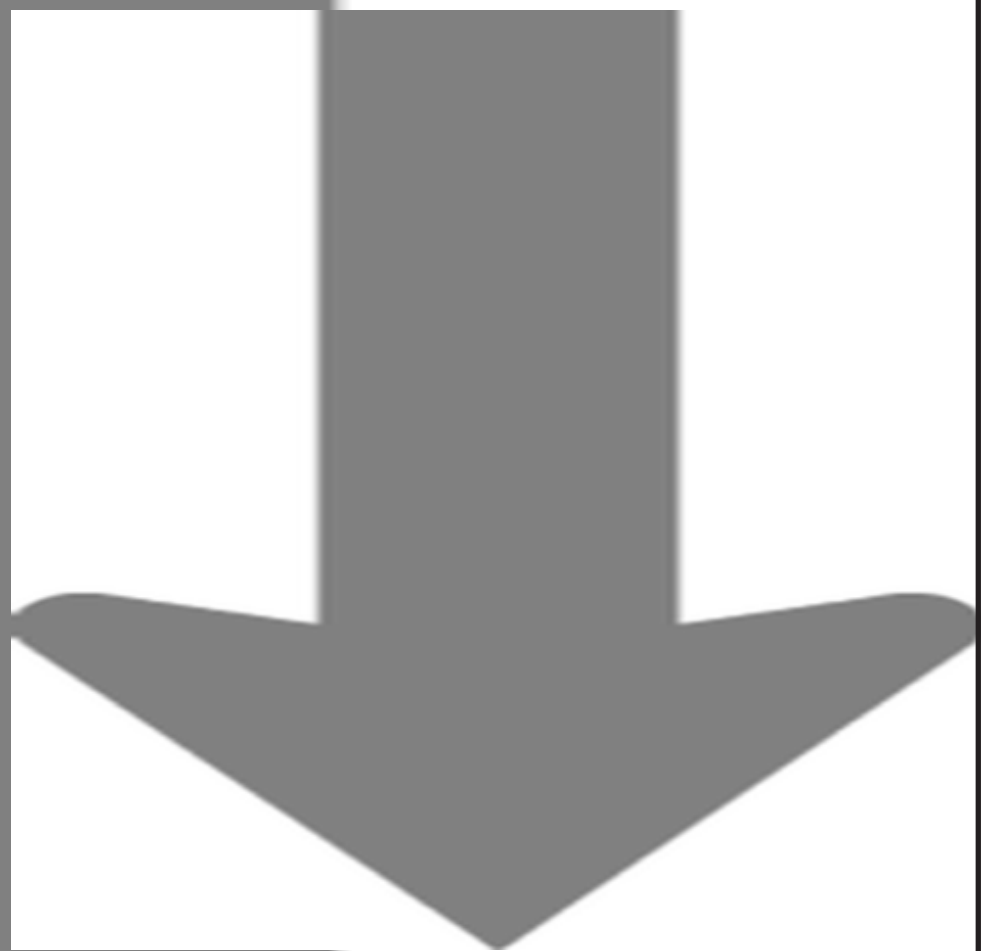
A 1 column ad is 1.615 inches wide.



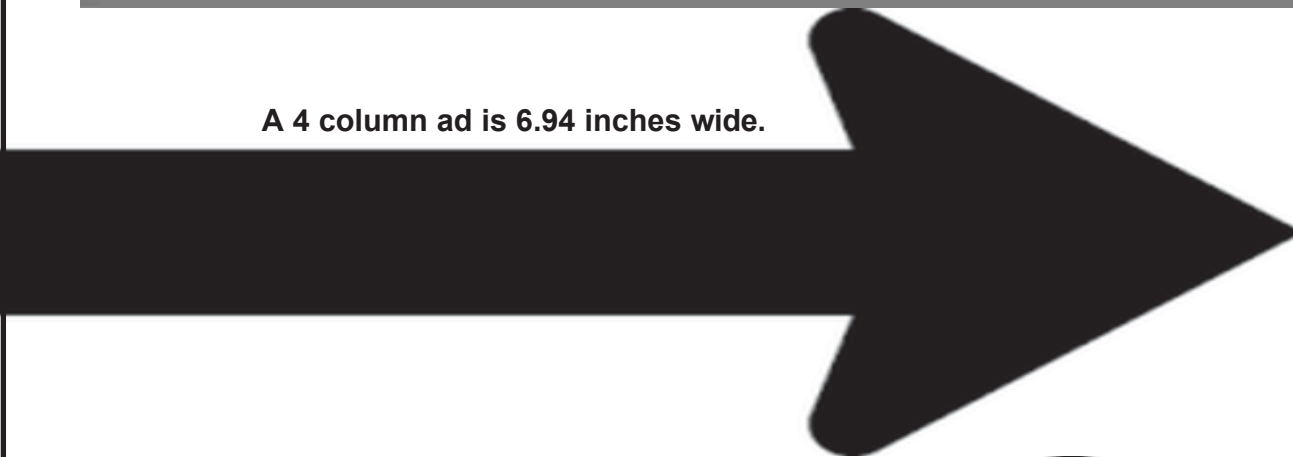
A 2 column ad is 3.385 inches wide.



A 3 column ad is 5.167 inches wide.



A 4 column ad is 6.94 inches wide.



A 5 column ad is 8.72 inches wide.



* A half page ad is 10.5W x 10.5L

* A quarter page ad is 5.167W x 10.5L

