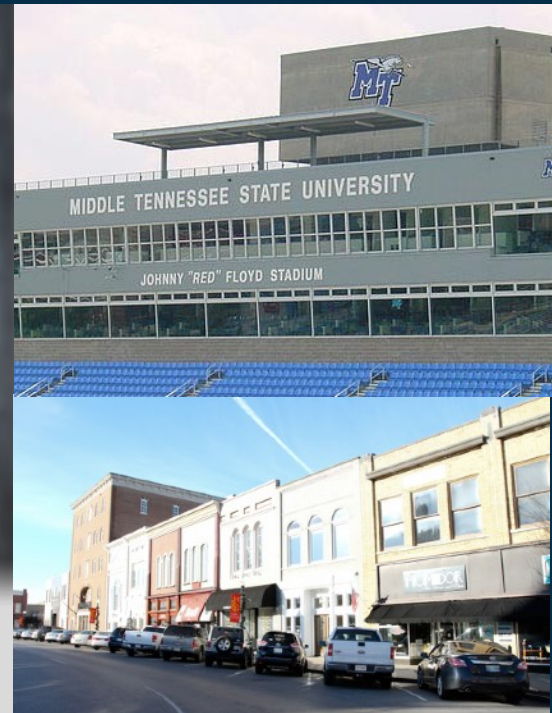


# rutherford source

# 2018 MEDIA KIT



For years, Rutherford Source has served Murfreesboro, La Vergne, Smyrna, Middle Tennessee State University & the rest of Rutherford County with local news, things to do, weather, traffic, business, real estate, high school sports, & useful guides to local businesses.

We provide advertising & sponsorship opportunities, & a host of digital marketing services customized to your local business.

[RutherfordSource.com](http://RutherfordSource.com)



Apple News

## CONNECTING BUSINESS & CONSUMERS

Our unique approach to connecting businesses with consumers in the digital environment adapts to proven, effective marketing strategies to mobile-first tactics designed to reach potential customers in the fast-changing ways they communicate.

## A UNIQUE & POWERFUL MARKETING STRATEGY

We customize for you a results-oriented combination of articles about you, driven by powerful & local social media connections to create top-of-mind awareness, and display advertising to engage consumers & convert them into customers

## ANYONE CAN COMPETE WITH THE "BIG BOYS"

And we can also help you optimize your own existing digital footprint, make sure consumers find you when they're searching for what you do, and put the same powerful tools to work for you that the world's largest marketers use against you everyday.

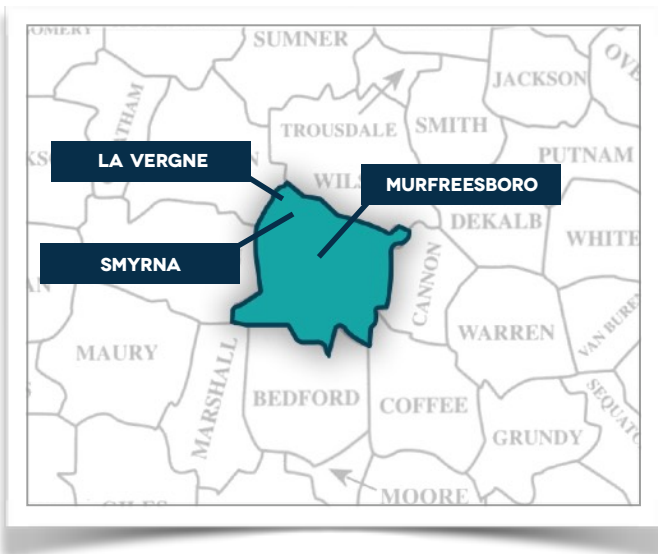
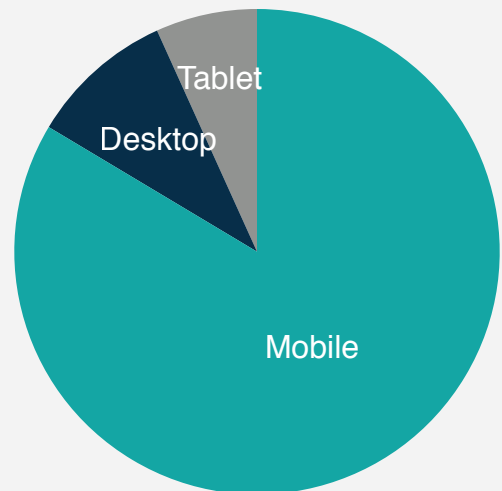
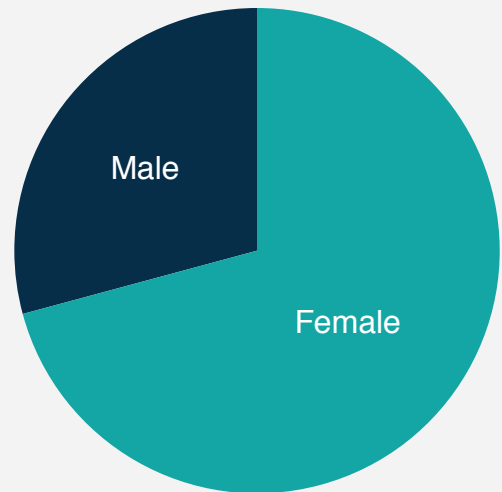
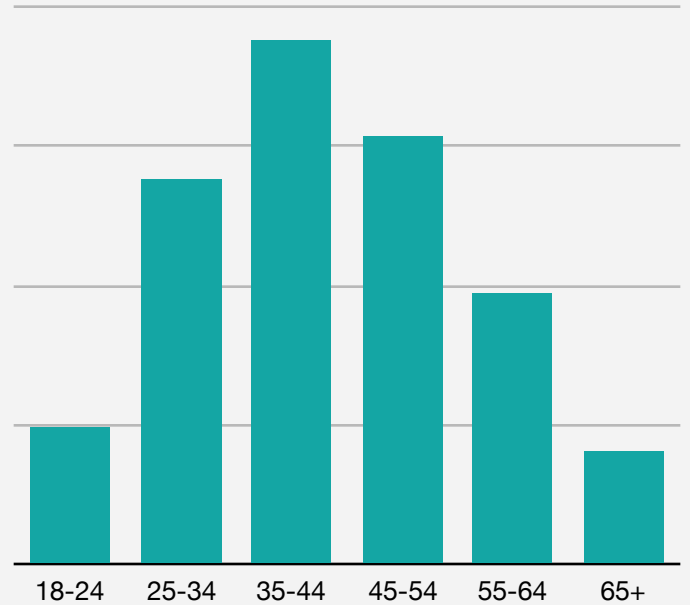
**731 thousand** page views in the past year

**f 45000+**  
facebook followers

**9000+**  
instagram followers

\*Includes other social accounts associated with Rutherford Source

# Stats at a Glance



# Advertising Sizes & Positions

A

## LEADERBOARD 728X90

Run of Site Position

B

## LEADERBOARD 1068X90

Run of Site Position

C

## SKYSCRAPER 300X600

Run of Site Position

D

## LEADERBOARD 696X90

Run of Site Position

E

## BILLBOARD 300X250

Run of Site Position

F

## THUMBNAIL 125X125

Run of Site Position

Our ads are optimized for "run of site" to give you maximum exposure throughout multiple positions throughout our entire site.

The screenshot displays the Rutherford Source website interface with several advertising spots highlighted by teal boxes and labeled A through F. The layout includes a top navigation bar, a main content area with news articles, a 'Goodwill' advertisement, a 'REAL ESTATE' section, and a 'LOCAL LIVING' section. The labels A-F are placed over specific ad sizes and positions as defined in the adjacent text.

rutherford  
source

Rutherford Source is your personal portal to all things Rutherford County. Our goal is to make being here more delightful and fulfilling each day.

(615) 807-0805

1639 Medical Center Parkway, Suite 101

Murfreesboro, TN 37129

info@rutherfordsource.com

[Click here to Contact Us](#)

Visit Our Other Sites

Williamson Source

Titan Insider

WV Insider

Norfolk Insider

A 102 Source

The High School Football

Warriors

BSA Media

# Three Ways to Get to Know Us.

rutherford  
**source**

1

## LOCAL EXPERT

Build Strong Brand Awareness Through a Unique, Results-Oriented Combination of Content, Social Media & Advertising

- **Guaranteed 30k Monthly Ad Impressions**
- **Monthly Social Shout Out**
- **Monthly Article About You**
- **Free Month of "Digital Basics"**

**Regularly \$600/mo Introductory Offer Only \$300/mo**

2

## SECTION SPONSOR

Build Strong Brand Awareness Through a Unique, Results-Oriented Combination of Content, Social Media & Advertising

- **Guaranteed 60k Monthly Ad Impressions**
- **2 Monthly Social Shout Outs**
- **2 Monthly Articles About You**
- **Free Month of "Digital Basics"**
- **Weekly Sponsored Weather Posts**

**Regularly \$1200/mo Introductory Offer Only \$600/mo**

3

## PREMIUM SPONSOR

Build Strong Brand Awareness Through a Unique, Results-Oriented Combination of Content, Social Media & Advertising

- **Guaranteed 90k Monthly Ad Impressions**
- **3 Monthly Social Shout Outs**
- **1 Live Video Promotion**
- **2 Monthly Articles About You**
- **Free Month of "Digital Basics"**
- **2 Weekly Sponsored Weather Posts**
- **Monthly Digital Media Coaching Session**

**Regularly \$1800/mo Introductory Offer Only \$900/mo**

We are always happy to customize our services based on the unique needs of every customer.

**RutherfordSource.com**

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