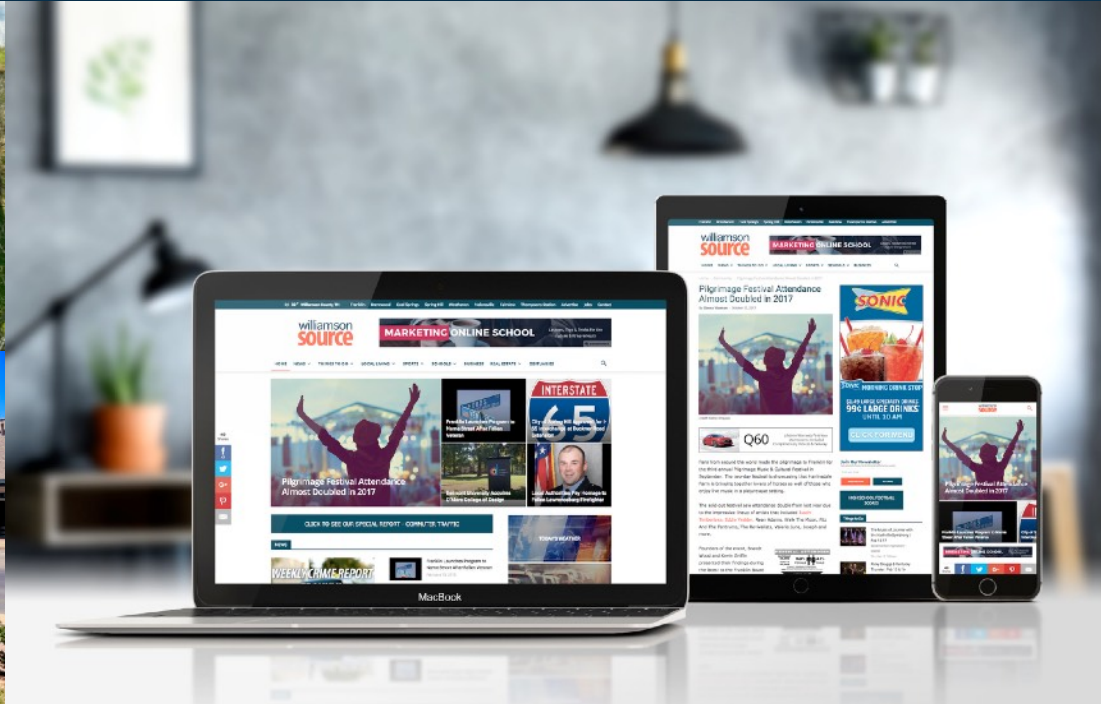


# willamson source

# 2018 MEDIA KIT



## SINCE 2012

Williamson Source has served Franklin, Brentwood, Cool Springs, Nolensville, Spring Hill, Thompson's Station, Leiper's Fork, Fairview & the rest of Williamson County in Middle Tennessee with local news, things to do, weather, traffic, business, real estate, high school sports, & useful guides to local businesses.



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

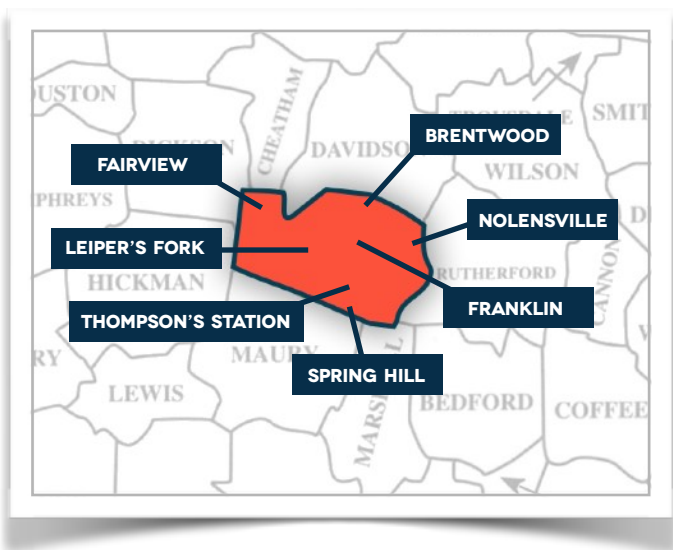
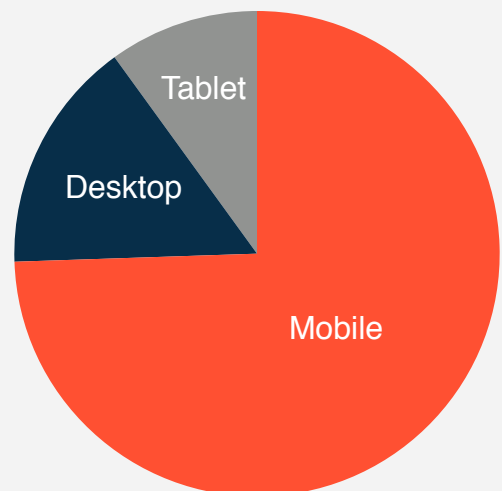
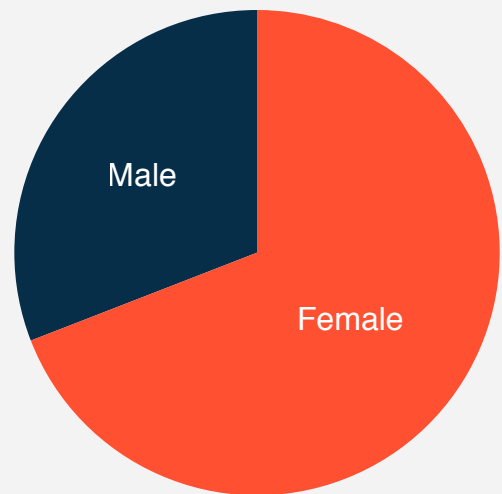
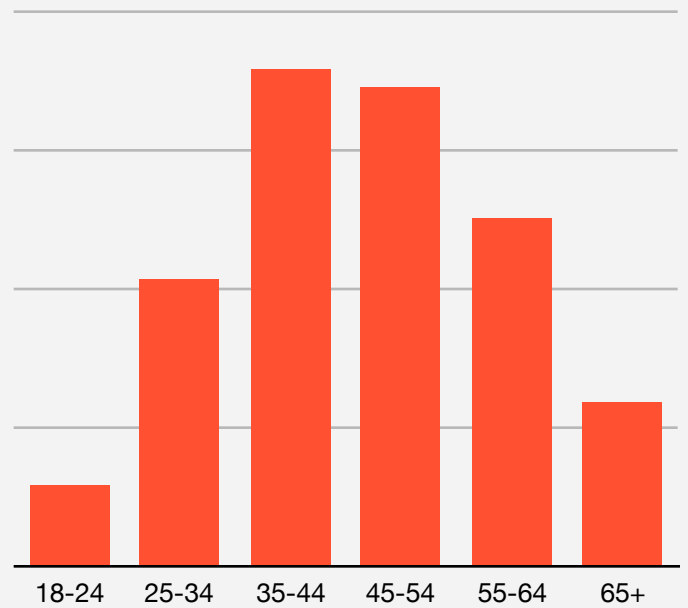
We customize for you a results-oriented combination of articles about you, driven by powerful & local social media connections to create top-of-mind awareness, and display advertising to engage consumers & convert them into customers

## 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.

**4.4 million** page views in the past year

**20,000+** facebook followers **8500+** twitter followers



# 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 "run of site" to give you maximum exposure throughout multiple positions throughout our entire site.

The screenshot shows the WilliamSource website interface. At the top, there is a navigation bar with the logo and various menu items. Below the navigation bar, there are several news and local living sections. The ad positions are marked with letters A through F:

- A:** Leaderboard 728x90, located at the top of the page.
- B:** Leaderboard 1068x90, located below the navigation bar.
- C:** Skyscraper 300x600, located on the right side of the page.
- D:** Leaderboard 696x90, located in the middle of the page.
- E:** Billboard 300x250, located on the right side of the page.
- F:** Thumbnail 125x125, located at the bottom of the page.

At the bottom of the page, there is a footer with contact information and social media links.

williamson  
source

WilliamSource is your personal portal to all things Williamson County. Our goal is to make living here more delightful and fulfilling each day.

(615) 807-0805

103 Forest Crossing Blvd., Ste 100A  
Franklin, TN 37064

info@williamsonsource.com

[Click Here to Contact Us](#)

Visit Our Other Sites

Rutherford Source  
Team Insider  
VIL Insider  
Yandy Insider  
A to Z Sports  
Tri High School Football  
Wansudo  
BGR Media

# Three Ways to Get to Know Us.

williamson  
**source**

1

## LOCAL EXPERT

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

- Display Advertising
- Monthly Article About You
- Monthly Social Shout Out
- Facebook Live Kick-Off Video

Regularly \$1200/mo **Introductory Offer Only \$900/mo**

2

## SECTION SPONSOR

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

- Display Advertising
- 2 Monthly Articles About You
- 2 Monthly Social Shout Outs
- Pick an Entire Section to Sponsor

Regularly \$2000/mo **Introductory Offer Only \$1200/mo**

3

## PREMIUM SPONSOR

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

- Premium Display Video Ads
- 1 Weekly Article About You
- 2 Weekly Social Shout Outs
- Advanced Lead Generation

Regularly \$3000/mo **Introductory Offer Only \$2500/mo**

Minimum 12 Month Agreement, Unlimited Free Advertising Design Changes

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