

# NashvillePost

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## 2021 MEDIA KIT

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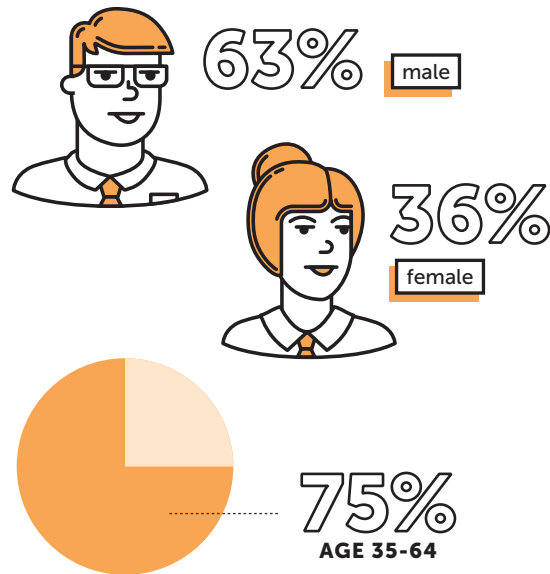
### JOIN US IN THE CONVERSATION

As the premier vehicle for business and political news in Middle Tennessee, *Nashville Post* will drive smart conversations in 2021 on trends that are paving the road for Middle Tennessee to grow further as a great region for business.

# Meet the Nashville Post

Nashville Post is the premier local news source for Middle Tennessee's top-level leaders. We deliver breaking business, political and sports news online at nashvillepost.com and twice daily through our email alerts. Also, our quarterly magazines provide insights and perspectives relevant to the conversations high-level executives are having in the corner office.

## SUBSCRIBERS



Source: Readership Survey October 2020

### POSITION

Owner .....	19%
Partner .....	11%
President/CEO .....	11%
Executive VP/Senior VP .....	9%
Other C-level executive .....	37%

### INCOME

\$200K-\$499K .....	41%
\$100K-\$199K .....	33%
More than \$500K .....	10%

### BUSINESS SIZE

Small .....	52%
Medium .....	23%
Large .....	24%

### INDUSTRIES

Management Consulting .....	15%
Government .....	16%
Technology .....	21%
Health Care .....	22%
Banking/Finance .....	31%
Real Estate .....	35%
Legal .....	42%



### DIGITAL

**46%** of readers visit our site daily  
**28%** of readers visit site 2-4 times a week

Average time on site: **1:50**  
 Email list members: **5,800+**

Monthly pageviews: **500,000+**

**43%** of readers rate NashvillePost.com as excellent for user experience

### PRINT

**43%** of readers read all four issues

Circulation for Nashville Post magazine: **40,000+ annually**



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Our partnership with the *Nashville Post* has enabled us to expand our network reach and raise brand awareness among the thought leaders and business drivers who make up the *Post's* audience. By working with the *Post* and having a presence in their issues, we've been able to successfully increase visibility for our programming and professional development offerings. They are a trusted brand in the market and a producer of content highly relevant to the organizations and individuals in our regional tech ecosystem. We value the opportunity to align our brand with theirs and plan to continue our partnership long into the future."

**GREATER NASHVILLE  
TECHNOLOGY COUNCIL**



We have aligned our brand with the *Nashville Post* for about two years now and have seen great results. It's not only a reputable news source, but really a go-to marketing outlet for brand awareness in the Nashville business community. Our sales manager has been a pleasure to work with and regularly checks in to make sure we have the best strategy in place to obtain our marketing goals. I would highly recommend partnering with *Nashville Post*."

**VACO**



I support the *Nashville Post* as I feel they truly investigate every angle of a story. They are an organization that gets the 'real story' out and not just a capture of a headline that is a moment in time. From my perspective, the *Nashville Post* publication consistently delivers reporting that can be trusted in the business community."

**ELIZABETH THEISS,  
DPR CONSTRUCTION**



As a board member of TN HIMSS, I'm proud of our partnership with the *Nashville Post*. The partnership enables us to further our brand and reach, while providing more value for our members. With a vast and targeted subscriber base, the *Nashville Post* team is collaborative and innovative in helping us increase touches that enable us to drive events, deliver workforce development opportunities and further thought leadership. As someone who has also advertised through the *Nashville Post*, I accelerated brand presence through cutting-edge integrated marketing programs that increased exposure and awareness. From a partnership perspective and a paid advertising strategy, the *Nashville Post* delivers results."

**TOM MITCHELL,  
STRATIPOINT ADVISORY**

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## Exclusive Partner

Partnerships include a strategic mix of print, digital and event sponsorship.

### PRINT

- Two full pages to be used per client wishes in current print issue
- Logo recognition on editor's letter page in issue
- Industry exclusivity
- First right of refusal for 2022

### ONLINE

- 300,000 online impressions at nashvillepost.com
- 10 days of e-news alert ad spots sent (total 20)

### EVENT

- Industry exclusivity
- Logo inclusion on:
  - A minimum of two email invitations to mailing list of 5,800+
  - All event collateral and signage
  - Full-page sponsor thank-you ad in next issue
- Opt-in lead list
- On-site signage during the event (provided by partner)
- Custom activation at event/ability to address attendees
- 10 event invitations

### PROMOTIONAL ELEMENTS

Company recognition or logo inclusion on all promotional materials prior to the publication going to market including online promos, social media and editorial teases.

NET INVESTMENT: **\$15,000**

### THE MAGAZINE

Each quarter, the *Nashville Post* magazine zooms out from the day-to-day hubbub of chronicling Middle Tennessee's growth and the rise and fall of entrepreneurs and corporations to deliver a sleek, smart and relevant bigger-picture look at where things stand. Whether it's examining in depth big issues such as infrastructure and workforce development or talking to successful leaders about the paths they've taken, our magazines take you beyond the daily headlines to deliver local stories and insights you won't find elsewhere.

Every issue includes a healthy dose of stories from our core coverage areas of leadership, real estate/development, health care and technology. But over the course of the year, we'll also dive into the worlds of finance, sports business and nonprofits, among others. And along the way, we'll name our CEO of the Year, compile our In Charge list of the region's top movers and shakers and relay to you transcripts of some of the high-level panel discussions we host.



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# The Post's 2021 Magazines

Each of our quarterly magazines showcases in-depth features on leadership, development, health care and technology trends and issues as well as a mix of profiles of up-and-coming leaders (You Should Know) or veteran executives sharing their knowledge (Three Questions). In addition, our 2021 issues will have the following special features:

## SPRING

- Our In Charge list of more than 400 business, civic and political leaders
- Our pick for CEO of the Year, who will join past honorees that include Cordia Harrington, Bob Fisher, Jaynee Day and Terry Turner

## SUMMER

- The Techie+ survey of Middle Tennessee's IT landscape, with a special focus on workforce issues
- Our All-Star Board of experts and advisors who can help you and your business get better

## FALL

- A deep focus on commercial real estate in various parts of Nashville and beyond
- A recap of our Techie panel featuring local IT leaders and marketed in partnership with the Greater Nashville Technology Council
- Meet the 2021 Most Powerful Women

## WINTER

- Our Vitals focus on health care technology, including excerpts from our October roundtable organized in partnership with Tennessee HIMSS
- The Most Powerful Women conversation

# Print Media Rates

AD SIZE	1X	2X	4X
Full Page	\$3,900*	\$3,400*	\$2,850*
1/2 Page	\$2,650*	\$2,250*	\$1,850*
1/4 Page	\$1,750*	\$1,500*	\$1,250*
1-Page Company Profile	\$4,250*	\$3,750*	\$3,000*
2-Page Company Profile	\$5,500*	\$4,750*	\$3,950*

\*Includes 50,000 impressions on NashvillePost.com to run the month of the print insertions. Rates are net.

# Issue Calendar

ISSUE	AD CLOSE	MATERIALS DUE	IN MARKET
Spring	Thursday, Mar. 4	Tuesday, Mar. 9	March
Summer	Thursday, May 27	Tuesday, Jun. 1	June
Fall	Thursday, Aug. 12	Tuesday, Aug. 17	September
Winter	Thursday, Oct. 28	Tuesday, Nov. 2	November

## SUBMISSION REQUIREMENTS

### FORMAT

Digital files must be sent as one of the following: (1) a PDF is preferred (2) an InDesign CS5 file for Mac packaged with fonts (3) a high-resolution (at least 300dpi) TIFF file

### COLOR

CMYK (no RGB or PANTONE)

### FORMATS

PostScript only

### IMAGES

Please make sure that any images used in your layout are CMYK and at least 300dpi (or vector graphic in the case of illustrations and logos)

### LIVE AREA

Clearance of 1/2" from any trim (all text and images MUST be within the live area)

### BLEED

1/8" on all sides. All ads run to the edge of the magazine and require bleed

### SUBMISSIONS

Please email ad materials to your account executive

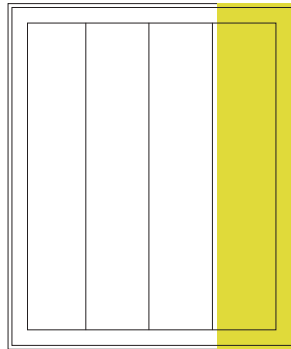
### CONTACT

For other questions regarding the submission of ad materials, please contact design@fwpublishing.com

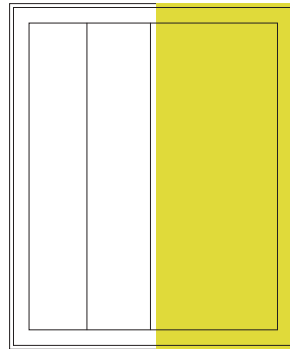
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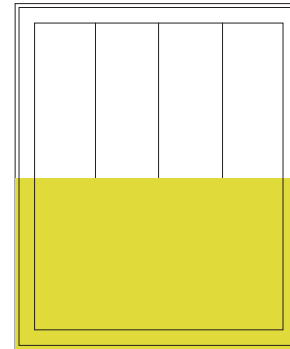
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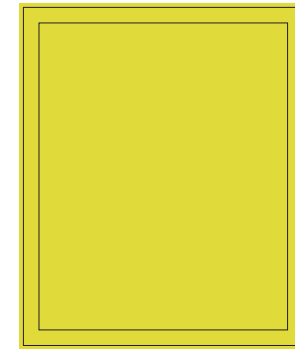
**1/4V PAGE**  
 Bleed: 2.5625" w x 11.125" h  
 Trim: 2.3125" w x 10.875" h  
 Live Area: 1.3125" w x 9.875" h



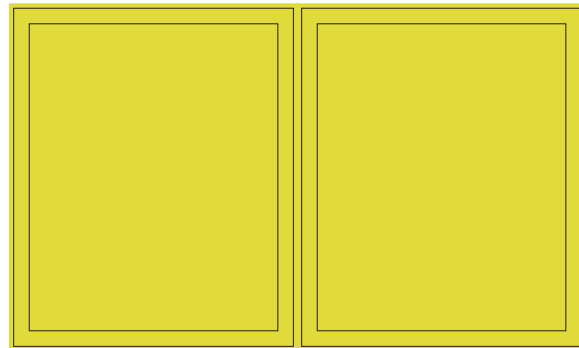
**1/2V PAGE**  
 Bleed: 4.625" w x 11.125" h  
 Trim: 4.375" w x 10.875" h  
 Live Area: 3.375" w x 9.875" h



**1/2H PAGE**  
 Bleed: 9.25" w x 5.5625" h  
 Trim: 9" w x 5.3125" h  
 Live Area: 8" w x 4.3125" h



**FULL PAGE**  
 Bleed: 9.25" w x 11.125" h  
 Trim: 9" w x 10.875" h  
 Live Area: 8" w x 9.875" h



**DOUBLE TRUCK**  
 Bleed: 18.25" w x 11.125" h  
 Trim: 18" w x 10.875" h  
 Live Area: 17" w x 9.875" h



**1-PAGE COMPANY PROFILE**  
 Body copy: 325 words  
 Company profile: 40 words plus info  
 Specialties: 75 words  
 Photo: 3.75" w x 3.25" h  
 Left ad/image: 1.75" w x 9.5" h



**2-PAGE COMPANY PROFILE**  
 Body copy: 500 words  
 Company profile: 40 words plus info  
 Specialties: 75 words  
 Photo: 5.75" w x 3.5" h  
 Full-page ad

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# Advertise

Through our digital products and reach key decision makers in the workplace. Choose from banner ads on our website and in our email newsletters sent twice daily. Veteran reporters update online readers at nashvillepost.com throughout the day to provide visitors with dynamic and relevant news coverage.

## EMAIL NEWSLETTERS

Reach high-level decision makers with Nashville Post email newsletters. Twice daily, Nashville Post provides Middle Tennessee business leaders with relevant and compelling news. On Mondays and Fridays, we also send sports email newsletters.

# 5,800+

READERS TWICE DAILY

Email newsletters **\$275/day**  
Sports newsletters **\$200/day**

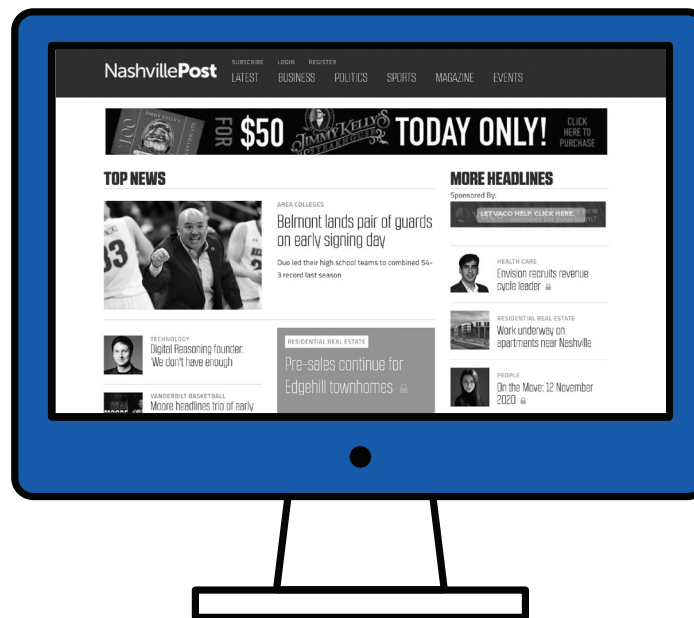


## SPONSORING OUR EMAILS

**Sponsorship \$500/day**  
Presented By (Company Logo) ad placement at the top of the newsletter + 600 x 200 ad in the body of the email

**Buyout of the newsletter \$1,500/day**  
Presented by ad placement + 4 ads in the body of the newsletter

*Rates are net.*



## ONLINE DISPLAY

NashvillePost.com **\$17/CPM**  
Channel Sponsorship **\$1,250/month**

*Rates are net.*

## CHANNEL SPONSORSHIP OPPORTUNITES

Fixed positions available for: Business, Politics, Sports, Events, Development, Finance, Health care, Legal, People, Retail

*Based on availability*

## Digital Advertising

# 500K+

PAGEVIEWS EACH MONTH

## WEBSITE AD DIMENSIONS

**LEADERBOARD**  
Desktop: 970 x 90 pixels  
Tablet: 728 x 90 pixels  
Mobile: 300 x 50 pixels

**MEDIUM RECTANGLE**  
300 x 250 pixels

**LARGE RECTANGLE**  
300 x 600 pixels

**SPONSOR**  
300 x 50 pixels

## NEWSLETTER AD DIMENSIONS

**LEADERBOARD**  
600 x 200 pixels

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