



2025 MEDIA KIT

Utilizing the *Nashville Scene* platform to reach the audiences that matter to your business via relevant and insightful local news, dynamic digital services, engaging events and promotions, and impactful and proven advertising and marketing offerings.

WHO IS THE NASHVILLE SCENE?

For over 36 years, the *Nashville Scene* has been many things: an opinionated guide to a growing city, a source for information and informed analysis of the arts and current events, a thorn in the side of bullies and blowhards. One thing it has never been is predictable. Each week in print — and every day on its heavily traveled news, food, music and arts blogs — the *Scene* scans the city from Bordeaux to Brentwood, from Inglewood to Antioch, from Belle Meade to Berry Hill, seeking the latest developments in Nashville at a time our civic profile has never been higher.

The Scene has cultivated a reputation as a single stop where newcomers interested in Nashville can get their bearings, and natives and longtime residents can stay abreast of their rapidly changing city. Looking for new restaurants, nightlife options and developing districts? You'll find the latest updates in the *Scene* and its wide social-media portfolio. Hungry for serious, in-depth coverage of education, governance, public transportation and housing? *The Scene's* award-winning journalists bring their institutional knowledge of the city to bear on these issues and countless others — in witty, engaging and often irreverent style.

Journalism is alive and well: You just have to provide content people want to read, and trust their intelligence and curiosity. Nashville is at once the biggest small town in America and the next great city of the 21st century. Both deserve a paper that reflects its excitement, enthusiasm and optimism, while speaking truth and providing a forum for new ideas and challenging times. *The Nashville Scene* is that publication.

LOCAL JOURNALISM IS ALIVE AND WELL: WE JUST HAVE TO PROVIDE CONTENT PEOPLE WANT TO READ, AND TRUST THEIR INTELLIGENCE AND CURIOSITY.



NEWS

Politics, Education, Media and Sports



DINING

Restaurant Reviews and News



ARTS AND CULTURE

Reviews, Previews, Listings focusing on Art, Culture, Dance, Theater and Film



MUSIC

Analysis, Reviews and Listings

SPECIAL ISSUES, COLUMNS, AND FEATURES

Each week readers get a current take on what's happening with city governance, highlights from the upcoming week's calendar in Critics' Picks and dispatches from the drink and dining scene, music rounds and insights on the newest releases from film and books.



SPECIAL ISSUES

*Special editions may be sponsored

In Memoriam
*Winter Arts Guide
*Country Music Almanac
*Kids Issue
Personal Style/
Fashion
Food & Drink
Environment

*Summer Guide
Festivals
Pride
*"You are so Nashville If..."
Americana Fest
*Fall Guide
Southern Festival of Books

Best of Nashville
Makers and Artisans
Hey Thanks
Boner Awards
*Year in Music
*Nashvillian of the Year



WEEKLY COLUMNS

News
Pith in the Wind
Critics' Picks

Food and Drink
Music
Spin

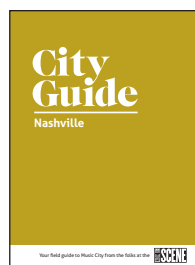
Film
Books

OCCASIONAL FEATURES

Booze Hound
ShopHop
Vodka Yonic
Metropolitik
Cheap Eats

Arts
Culture
And Another Thing
Advice King
Walk a Mile

Classical
Comedy
Theater
Takeout Picks
Sports



CITY GUIDE

Feb 2025
NashvilleCityGuide.com

Handheld guide distributed to 60,000 discerning travelers

Things To Do
Nashville Illustration
Maps
Distillery And Craft
Beer Maps
Food

Museums
Neighborhoods
Shopping
Cheap Eats
Top Music Venues

Top Health And
Wellness Stops
Transporation
Top Outdoor
Activities

BLOGS AND PODCASTS

Sponsorship pricing by request



Featuring show reviews and previews, news items, artist interviews, album analysis, music video and track premieres, Chris Crofton's hit Advice King column, award-show recaps and more, the *Scene's* music blog, Nashville Cream, focuses on Music City and beyond. Covering everything from rock to hip-hop, pop to punk — and even a little bit of country — the Cream's colorful cast of bloggers uncovers hidden pop-culture gems, breaks news and keeps readers abreast of the local music scene, without ever being boring about it.

PITH
IN THE
WIND

Pith in the Wind is the *Scene's* city and news blog, where our intrepid reporters post daily updates on stories that cover everything from breaking local news to politics, education, crime and more. Though there are often pieces on very important topics like women's rights, Tennessee's fight for gay marriage and the 2015 mayoral race, our Pith contributors also make it a point to inject readers' days with plenty of humor, whether reporting on a ridiculous comment made by a not-too-bright local politician or trying to figure out who tracked the dog poop into City Hall.

Bites
NASHVILLE SCENE
FOOD BLOG

Sometimes you want artisanal cuisine or inventive vegan fare; sometimes you just want a burger oozing goodness, or a plate of greens like your mama used to make. You can't get all those at any one restaurant — but you'll find them all celebrated on the *Scene's* hugely popular food blog, where readers regularly meet for reviews and news of the city's booming restaurant and cocktail scene. From pop-ups to Pop-Tarts, from craft brews to pork bung (don't ask), Bites is a rowdy celebration of all things tasty and thirst-quenching, and the people who make them possible.

**IT'S ALL
YOUR FAULT**

A NASHVILLE PREDATORS PODCAST

Hey Preds fans! The *Nashville Scene* and the *Nashville Post* have partnered up to bring you *It's All Your Fault*, a weekly podcast dedicated to all things Nashville Predators. Tune in to listen to our Preds insiders dissect recent games, dig up fun facts about the players, get nerdy with numbers and more. There's something for every fan, whether you've been along for the ride since day one or jumped on the Smashville bandwagon during the 2017 playoffs. Listen on iTunes, Stitcher, Spotify or wherever your favorite podcasts are found.



First & Tenn is a Tennessee Titans podcast presented by the *Nashville Post* and *Nashville Scene*, on Spotify, Apple Podcasts, and all other major streaming platforms. First & Tenn gets Titans fans prepared for each weekend's game through insightful analysis and discussions of the state of the Titans and all hot-button issues surrounding the team.

NASHVILLE SCENE
PODCAST

Co-hosted by *Scene* Editor-In-Chief, Patrick Rodgers and Best Selling Author, Jerome Moore, Nashville Scene Podcast is a bi-weekly broadcast delivered on NashvilleScene.com and all media and podcast outlets - Apple, Youtube, etc. The episodic series focuses on a range of subject matter starting with the current *Scene* issue and other relevant topics - News, Music, Arts & Culture, Food & Drink and features occasional guests, spontaneous conversation and interviews.

EMAIL MARKETING SOLUTIONS

DAILY SCENE

The Daily Scene delivers can't-miss news stories, arts features, food coverage and events info every morning to your inbox. Each day, the trusted editors at the *Nashville Scene* will highlight top stories, a special featured section and Critics' Picks from the week's Nashville Scene. The Daily Scene has all you need to know.

DAILY DURING THE WEEK

53K+ OPT IN

SPONSORED: Presented by logo

+ top ad position* : \$500

**You will receive the first available ad position within the body of that day's email*

TOP AD POSITION: \$300 | 6:1 sized
(minimum 600x100, maximum 1200x200)

SECOND AD POSITION: \$300 | 6:1 sized
(minimum 600x100, maximum 1200x200)

FEATURED CONTENT SPOT FROM OUR PARTNERS: \$250 | Images are 3:2
(minimum 450x300, maximum 675x450)
Short caption, 20-30 word description and url
(copy subject to editing for clarity and length)



SCENE INSIDER

Get in front of our savviest readers with our Insider newsletter. The Insider allows you to grab valuable attention with special offers, discounts, special events, giveaways or other promotional perks. Seize the opportunity and let your new customers spread the word.

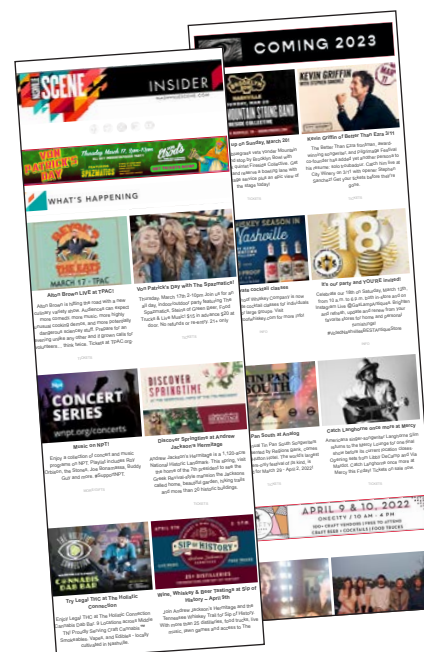
EVERY WEDNESDAY

89K+ OPT IN

3 LEADERBOARDS AVAILABLE: \$250

First come first serve for positioning

EVENT CONTENT SPOT: \$300 Images are 3:2 (minimum 450x300, maximum 675x450), Short caption, 40-50 word description and url (copy subject to editing for clarity and length)



EXCLUSIVE EMAIL NEWSLETTERS

INSIDER LIST

GIVE AWAY, PRIZES, EVENTS, INVITATIONS

89K+ OPT IN

RATE: \$2,450 and client must offer a Register-to-Win item or service valued at a minimum of \$250

Exclusive Eblasts to this list can not be scheduled on Wednesdays.

AFFINITY EMAIL NEWSLETTERS

SCENERY - ART

Featured arts and culture section Scenery

2K+ OPT IN

MORSEL CODE - FOOD

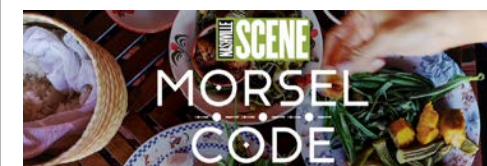
Featured dining and restaurant section Morsel Code.

5K+ OPT IN

SCENERY

A new arts and culture newsletter from the Nashville Scene

Scenery features the latest in visual art, theater, dance, books and more -- delivered to your inbox once a week.
[Click here to subscribe](#)



SOCIAL MEDIA AND CALENDAR

SOCIAL MEDIA

We have robust following on our social media platforms. We use these to engage and create a dialog with our readers and for promotions. While clients can't buy sponsored posts, we can integrate partners into posts via our events and promotions. Additionally, editorially featured entities can take advantage of our Social Spotlight and Best of Nashville featured post options.

@NASHVILLESCENE
ON ALL THE THINGS



158K



246.6K



129K

SOCIAL SPOTLIGHT

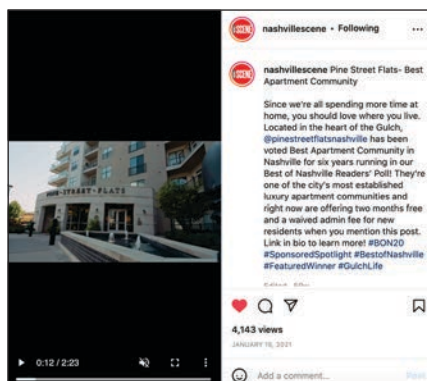
Our Social Spotlight offers the reach of an organic social endorsement and boosts it even further as a sponsored traditional post sent to Nashville Scene fans and their friends. We use organic, online Nashville Scene content then boost it with a crafted message and tag your brand to gain exposure. This powerful combination can be used for direct response (gaining more followers, clicks to website, engagement with brand, etc.) or to enhance your brand recognition with visuals across social media.

DURATION: 10 days

FREQUENCY: 4x/year max

COST: \$1,500 for non-frequency advertisers

\$1,000 for frequency advertisers



CALENDAR

Nashville Scene's listing calendar has been updated to include the best and most robust, yet curated list of local happenings. You can now submit your own events and upgrade those events to be featured on our calendar for a select period of time.

NASHVILLESCENE.COM/CALENDAR

Featured NashvilleScene.com/Calendar upgrades begin for as little as \$100 a day and have the option to add reach to our print audience through special package pricing. Ask your account executive for specific rates or go to nashvillescene.com/calendar and set up your Scene Think account to post and upgrade and sell your event!



CALENDAR PRICING:

Featured placement 30 days leading up to event **\$400**

Featured placement 15 days leading up to event **\$250**

Featured placement 7 days leading up to event **\$150**

Top calendar listing on day of event (single-day promotion as available) **\$45**

In-line ad placement (single-day promotion as available) **\$65**

Main side panel ad placement (single-day promotion as available) **\$150**

NOTE: 52X advertisers ask your account executive about featured placement listings benefits.



EVENTS AND INTEGRATED PROMOTIONS

EVENTS

FW Publishing Events is dedicated to hosting fantastic events for audiences of FW Publishing's media outlets: Nashville Scene, Nashville Post, Nfocus, The News, and Williamson Scene. From Burger Week for the city's foodies to Crafty Bastards for those looking for artisan goods to Fashion for a Fraction for thrifty fashionistas, the FW Publishing Events team is dedicated to giving Nashville the very best experiences to sold-out audiences!

Hot Chicken Week - Jan/February
Fashion for a Fraction - January
Crafty Bastards Spring Fair - April
Music City Food & Wine Festival - April

Margarita Festival - May
Movies in the Park - June
Burger Week - July
Crafty Bastards Summer - July

Fashion for a Fraction - August
Best of Nashville Party - October
Crafty Bastards Fall Fair - November
Taco Week - December

INTEGRATED PROMOTIONS

Integrated promotions are developed based on the client's needs, whether that be increased awareness, improved social media following, or increase in email addresses and audience, we develop promotions that tap our audiences across the Scene platform in print, digital, email and social media.

Our integrated promotions can utilize giveaways or insightful quizzes to engage with our vast audiences or audience segments to create engagement, awareness, and move the needle to the promotional goal.

Integrated promotion pricing start at \$1,500 and are customized and developed based on your campaign goal.



TOPGOLF GIVEAWAY

ONLINE CONTEST
34 entries

SOCIAL MEDIA
3 Instagram stories
1 Facebook post
1 Twitter post
14.1k+ total impressions

EMAIL
1 exclusive email sent to 17.4k+ people with a 35% open rate
Inclusion in 1 Insider email sent to 99.5k+ people with a 18% open rate

WEB ADS
460.3k+ impressions

PRINT
1 1/2 page ad

ABOUT OUR READERS



HOME OWNERSHIP:
64%

MEAN HOME VALUE:
\$364,759



Nashville Scene reader is **52%** more likely to have worked out 12+ in the last year.



68% of Scene readers/users have a pet (dog or cat) at home



Nashville Scene readers are more likely than the general market to have high household incomes, trade stocks, **have liquid assets of over \$100,000.**

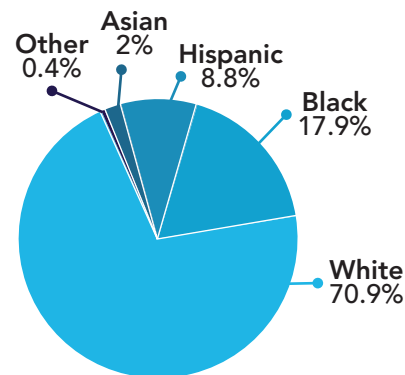


60,146 Nashville Scene readers/users plan a **cosmetic surgical procedure** in the next year, almost 4 times more than the average market.

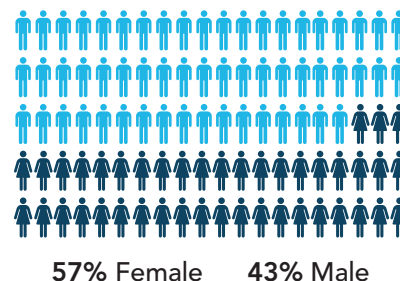


Nashville Scene readers are twice as likely to be an opinion leader (the OG influencer). This matters because it's what **spurs word of mouth advertising** and its why readers are loyal to the Scene as they want to be in the know.

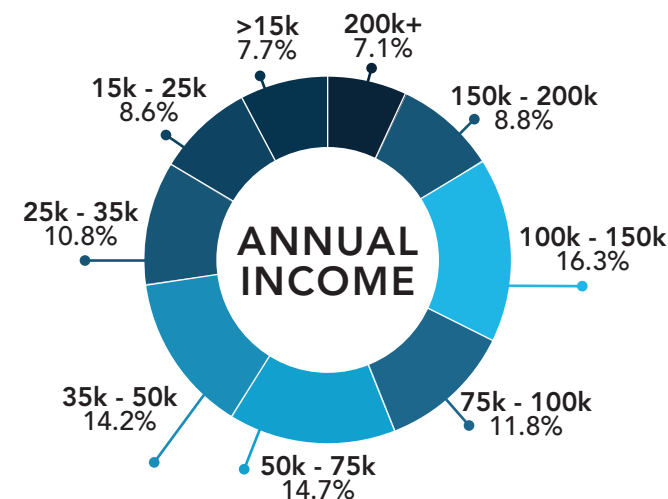
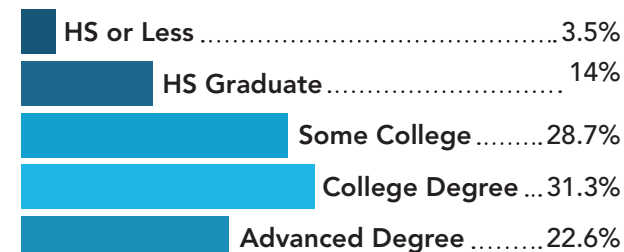
ETHNICITY PROFILE



GENDER PROFILE



EDUCATION PROFILE



AGE PROFILE



MORE ABOUT OUR READERS



62% have children under 18 years of age at home



58% considers themselves an arts patron



64% drive European vehicles (BMW, Mercedes, Volvo)



Nashville Scene readers are close to **TWICE** as likely as the General Market to have been to a restaurant diner **4+** times in the past 2 weeks



Spends an average of **\$181** at the grocery each week



Nashville Scene readers have a **much higher** propensity than the general market to **attend events**.



Nashville Scene readers are **3 TIMES** more likely than the average Nashvillian to plan air travel. **More than 45%** plan a trip in the coming 6 months.

Source: The Media Audit, Nashville summer 2020, Adults 18+, sample 1453

PRODUCTS PLAN TO BUY - NEXT 12 MONTHS

	GENERAL MARKET	NASHVILLE SCENE	INDEX TO GENERAL MARKET
NEW TV	17.6%	34%	193
PERSONAL COMPUTER/EQUIPMENT	24%	44.9%	187
SMART SPEAKERS	31.1%	58.1%	187
TABLET	14.3%	25.8%	181
PERSONAL HOME ELECTRONICS	15.7%	27.2%	173
NEW FURNITURE	15%	25.7%	171
BED/MATTRESS/ETC	16.9%	26.1%	155
MAJOR HOUSEHOLD APPLIANCE	15%	22.3%	149
GLASSES/CONTACT LENS	22.6%	27.1%	120

HOME IMPROVEMENT - NEXT 12 MONTHS

ALARM/SECURITY SERVICES	10.4%	23%	221
ELECTRICAL	9.6%	18.7%	194
REPLACE WINDOWS	8.8%	16.2%	184
REMODEL BATHROOM	12.4%	22.2%	178
EXTERIOR PAINT	13.1%	22.1%	169
INSTALL POOL, HOT TUB, OR SPA	8.8%	14.5%	165
CARPET OR FLOOR COVERING	14%	22.7%	162
INTERIOR PAINT OR WALLPAPER	19.2%	30.9%	160
REPLACE OR REPAIR ROOF	10.2%	16.1%	159
PEST CONTROL SERVICES	16.5%	24.9%	151
REMODEL KITCHEN	10.4%	14.6%	141
HEATING OR AIR CONDITIONING	10.3%	11.3%	109

BUSINESS PURCHASES - NEXT 12 MONTHS

VEHICLE LEASING	1.4%	4.7%	345
INDIVIDUAL EMPLOYEE MOBILE/CELLULAR	1.9%	6.1%	317
CORPORATE FINANCING	1.7%	4.7%	271
INFORMATION TECHNOLOGY (IT)	4.6%	12%	260
MARKETING	3.6%	8.9%	246
OFFICE FURNITURE	3.3%	6.6%	201
SOCIAL MEDIA/WEBSITE	3.2%	6.3%	199
HEALTH CARE/INSURANCE	3.6%	6.6%	181
COMPANY PHONE/INTERNET	3.6%	6.2%	175
LEGAL	2.1%	3.7%	175
TRAVEL SERVICES/CORPORATE TRAVEL	2%	3.4%	74
BANKING	7.5%	12.6%	168

WHERE TO FIND US AND WHERE ARE OUR READERS

Since the *Nashville Scene* is free, it can be distributed more broadly than daily newspapers and magazines. *The Scene* delivers response like no other print medium by offering a popular editorial and advertising format that is enhanced by free circulation. With no price to the reader, the *Scene* reaches a responsive audience and is picked up by motivated readers that are ready to take action.

32.5K WEEKLY
DISTRIBUTION

255K MONTHLY
READERSHIP

+750
LOCATIONS

DISTRIBUTION HIGHLIGHTS

EAST NASHVILLE: 8,120

DOWNTOWN NASHVILLE: 7,850

MIDTOWN: 4,550








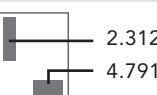
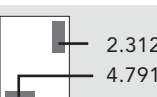
WEST: 7,610

GREEN HILLS: 6,930

BRENTWOOD/FRANKLIN: 4,520





PRINT RATES AND SPECIFICATIONS

SIZE			52X	26X	13X	1X
DOUBLE	FULL BLEED FULL PAGE	 21.75 X 12.75" 20.5 X 11.5"	\$2,987	\$3,665	\$4,105	\$6,750
FULL	FULL BLEED FULL PAGE	 11 X 12.75" 9.75 X 11.5"	\$1,758	\$1,995	\$2,298	\$3,380
3/4	VERTICAL	 7.2708 X 11.5"	\$1,482	\$1,682	\$1,939	\$2,850
1/2	VERTICAL HORIZONTAL	 4.7917 X 11.5" 9.75 X 5.6667"	\$946	\$1,071	\$1,238	\$1,820
1/3	VERTICAL HORIZONTAL	 4.7917 X 7.6111" 9.75 X 3.7222"	\$703	\$798	\$919	\$1,352
1/4	SQUARE VERTICAL *HORIZONTAL	 4.7917 X 5.6667" 2.3125 X 11.5" 9.75 X 2.75"	\$494	\$562	\$647	\$952
1/6	VERTICAL HORIZONTAL	 2.3125 X 7.6111" 4.7917" X 3.7222"	\$343	\$390	\$449	\$660
1/8	VERTICAL HORIZONTAL	 2.3125 X 5.6667" 4.7917 X 2.75"	\$276	\$312	\$361	\$530
1/12	VERTICAL HORIZONTAL	 2.3125 X 3.7222" 4.7917 X 1.7778"	\$189	\$227	\$262	\$385
DIGITAL ROS	PRINT FREQUENCY EARNS DIGITAL FREQUENCY RATES		\$8 CPM	\$10 CPM	\$12 CPM	\$15 CPM
LOCAL SEO	ENCOURAGED FOR ALL LOCAL RETAIL, RESTAURANT AND SERVICES BUSINESSES		\$200/MO	\$200/MO	\$200/MO	\$200/MO

*1/4H only available for Premium positions anchoring the Table of Contents page or the Critic's Picks page lead and only available for a weekly frequency contract of a **minimum** of 26 weeks.

Space deadline @ noon Thursday prior to Publication Date. Ad Copy deadline 5 pm Thursday, copy corrections completed and Camera Ready deadline 5 pm Friday prior to Publication Date. Any cancellations after 5 pm Friday prior to Publication Date are subject to 50% cancellation fee. Holiday Schedules are subject to change.

BACKPAGE | MARKETPLACE | RENTAL SCENE | RACK CARDS ADDITIONAL OPPORTUNITIES

SIZE			1X	4X	8X	13X	26X	52X
DOLLY		9.75 X 2.75"	\$1,000	\$950	\$900	\$850	\$800	\$750
STEVAN		9.75 X 1.7778"	\$680	\$646	\$612	\$578	\$544	\$510
JOHNNY		2.3125 X 6.6389"	\$600	\$570	\$540	\$510	\$480	\$450
LORETTA		4.7917 X 2.75"	\$520	\$494	\$468	\$442	\$416	\$390
PRINE		2.3125 X 3.7222"	\$320	\$304	\$288	\$272	\$256	\$240
PATSY		4.7917 X 1.7778"	\$320	\$304	\$288	\$272	\$256	\$240
GEORGE		2.3125 X 2.75"	\$240	\$228	\$216	\$204	\$192	\$180

**All display ads include full color & sizes are approximate*

MARKETPLACE LINE ADS

5-LINE MINIMUM

\$5.00/line (1 to 12 weeks)

\$4.50/line (13-25 weeks)

\$4.00/line (26-52 weeks)



MINI-BILLBOARD ADS

Use Nashville Scene's racks for an entire month as your own billboard. 50+ racks located in high traffic areas such as restaurants, clubs, retail, tourist locations and much more.

PLACEMENT ONLY INVESTMENT: \$1,500

PRINT AND PLACEMENT INVESTMENT: \$1,900

SPECS

BLEED 11.25 x 20.25" **TRIM** 11 x 20"

Cards must be to spec to fit accordingly, with the Scene's logo in the top 2.5" of the trim size for rack identification.

Space deadline @ noon Thursday prior to Publication Date. Ad Copy deadline 5 pm Thursday, copy corrections completed and Camera Ready deadline 5 pm Friday prior to Publication Date. Any cancellations after 5 pm Friday prior to Publication Date are subject to 50% cancellation fee. Holiday Schedules are subject to change.

NASHVILLESCENE.COM READERSHIP, RATES AND SPECS

DISPLAY ADS

PRICING FOR ALL SIZES: \$15/CPM

All sizes included and required for successful campaign.

Your message will be delivered on all platforms: desktop, tablet and mobile.

Pricing is determined by the frequency or duration of your campaign and if you are a frequency print advertising partner and begins at \$15 CPM. See rates page on 11 for specific rates.

SPECS

*MAX SIZE: 60K

300 X 600

Half Page

300 X 50

Mobile Leaderboard

300 X 250

Medium Rectangle

970 X 90

Leaderboard & Sticky Footer

728 X 90

Tablet Leaderboard

ACCEPTED FILES FOR ALL WEB ADS

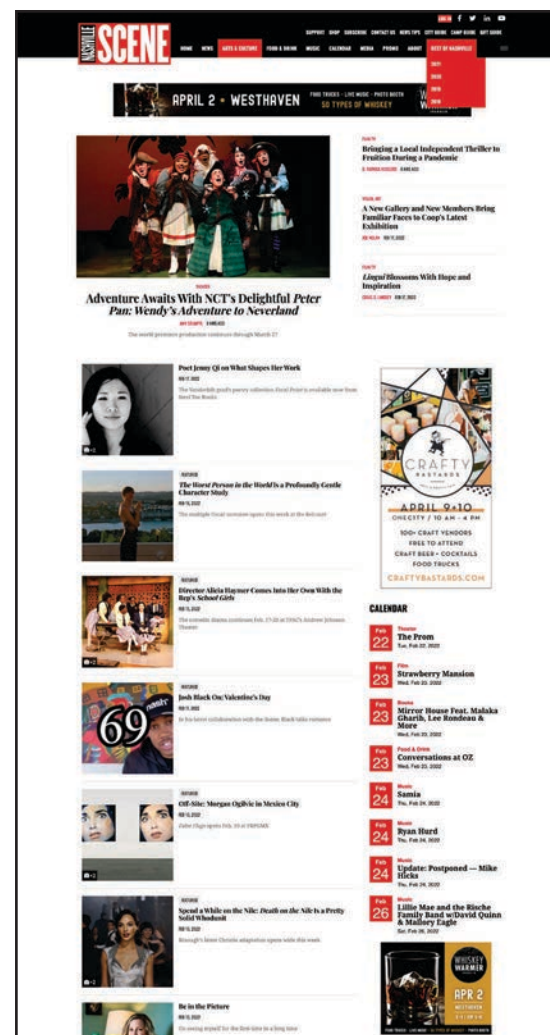
TYPES:

GIFS, JPEG, PNG, HTML, DHTML, Javascript/jscript, Flash

SIZES:

60K standard, 60K flash, 30K initial/70K secondary flash, third party ads. Additional requirements may apply.

OVER 275,000 MONTHLY USERS



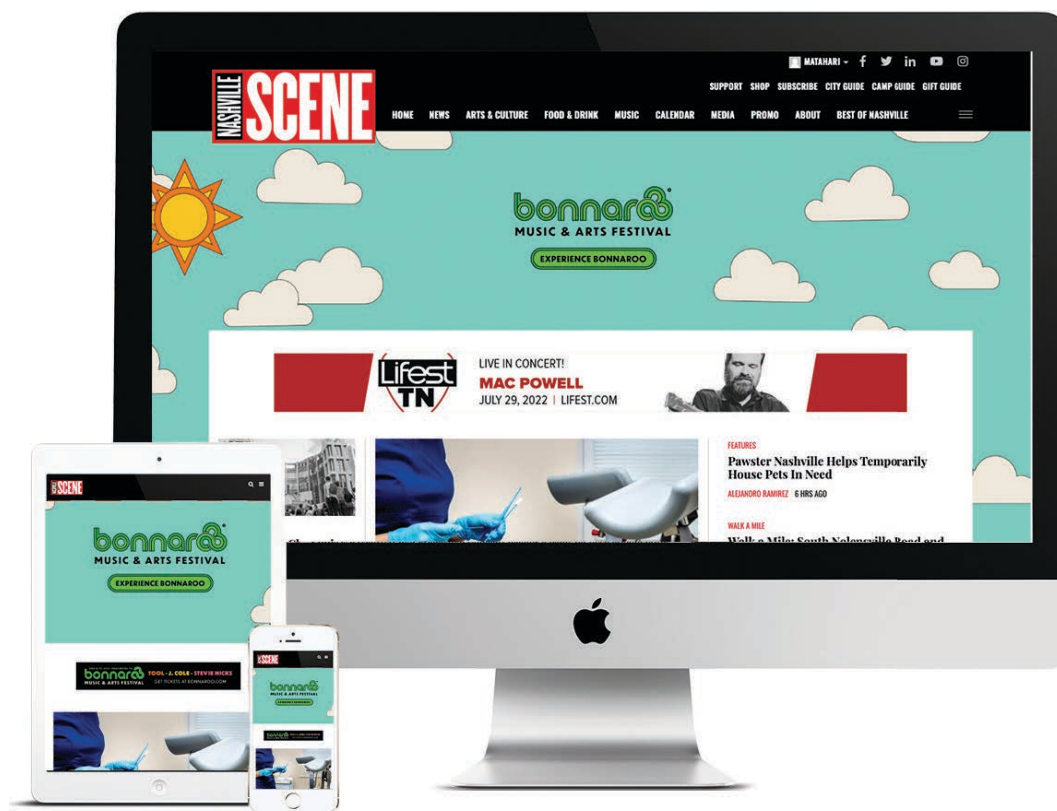
HIGH-IMPACT ONLINE ADVERTISING

FEATURES

- Fluid design that responds to all screen widths
- Advertising message positioned at the top of the page with a standard IAB ad unit
- Clickable "reveal" allowing the advertiser's branding to be reintroduced both beneath and around content
- Auto-scaling background responsive to device and screen resolution

DETAILS

- All rates are net.
- Recommended size for Wallpaper: hi-res background image for branding (Use a big image, minimum 1920x1200. Ideally 2550x1440 for high-res displays; MUST be less than 1 MB file size), 300x250 unit containing important marketing message and call-to-action (transparent PNG)
- Ad unit sizes for Page Takeover: 970x90, 728x90, 300x600, 300x250, 300x50



PAGE TAKEOVER

Own 100% of impressions in every ad space on NashvilleScene.com's home page. Includes leaderboard, half page, medium rectangle.

- \$600 per day
- 3-day discount: \$540 per day

WALLPAPER

Wallpaper background of the home page and a transparent medium rectangle.

- \$1,250 per day
- 3-day discount: \$1,135 per day

DIGITAL CAPABILITIES | FWP DIGITAL SERVICES



DISPLAY

Deliver A Targeted Message

An effective way to promote brand awareness, these banner ads appear on websites across mobile, desktop and laptop devices. Coupled with programmatic targeting they are an effective way to deliver your message to a precise audience.



DEVICE ID

Target Customers On Their Specific Devices

Monitor the location information associated with prospect devices and leverage that data by targeting consumers or their devices based on where they have been and where they live.



MICROPROXIMITY

Target Prospects Based On Their Current Physical Location

Identify specific commercial locations where ideal target audiences are located and turn these audiences into targetable data segments.



EMAIL

Effective Email Marketing

Our database has more than 140 million consumer and business emails allowing you to reach a customer's inbox.



PPC / SEM

Be Seen At The Right Time

Search Engine Marketing & Pay Per Click is a way to drive leads at the bottom of the funnel conversions. Be sure to be in front of your customers when they are actively searching for your products. As a Google Premier Partner, we pride ourselves in running campaigns adhering to Google's Best Practices.



SEO

Show Up in Relevant Searches

SEO is the process of getting your business to show up in search categories that are most relevant to your business. We deliver a unique SEO product by implementing strategies throughout the year that focus on all ranking factors with local and organic SEO algorithms.



NATIVE

Ads That Feel Like Articles

Native ads adopt the look and feel of a website's content inviting the viewer to engage them. In-feed and in-article native ads allow the advertiser to immerse their brand within the publisher's site to reach the right user at the right time.



PRE-ROLL VIDEO

Promotional video messages

Pre-Roll Video is as scalable as banner advertising with all the innovative targeting options but in a more desirable video format. With features such as skippable vs non-skippable, completion rates, viewability and more, Video Advertising has never been easier for a local marketer.



OVER-THE-TOP TV

Reach Cord-Cuttings That Are Not Available With Traditional Tv Commercials

Over-the-top (OTT) is the combination of ConnectedTV and Full Episode Player (FEP) streaming or on-demand inventory. This means a commercial can be served across ALL DEVICES, including the big screen.



SOCIAL ADVERTISING

Advertising With Social Platforms

Ads on Facebook or Instagram maximize reach across both platforms, includes the option of YouTube videos.

GRAPHIC DESIGN AGENCY SERVICES

WE WOULD LOVE TO HELP YOU!

Have we created an ad you love and you'd like to use that creative for another project? Perhaps you need social media graphics, posters or business cards made? We gladly accept clients' graphic design projects* to be designed by our award-winning creative team.

RATES

\$95 AN HOUR

2 HOUR MINIMUM

Each project will be quoted based on an hourly rate of \$95 an hour and pricing will be given for any unknown at the beginning of each project.

Pricing does not include custom illustrations (created by us) or any photography or images that need to be purchased or taken. We have photographers available for a separate fee.

WHAT WE NEED

- Description of the project and its intent.
- Format and dimensions (postcard, pamphlet, advertisements to be run in other media, social media, etc. Please be specific when listing social media (post, story, cover graphics, etc.)
- Send logo (eps and jpeg, color and b/w), any images and graphics to your account executive.
- You will receive a quote back within 2 business days with price estimate and turnaround time.

** Only available to current Nashville Scene, NFocus, Nashville Post, or Williamson Home Page clients*

We have a select network of printing partners who provide us quality printing as comparable or discounted pricing. We are happy to arrange printing of project for a nominal fee and you can rest assured it's in good hands.

CONTACT US

Talk to your advertising solutions manager about how we can find your audience online or email **Michael** at mjezewski@nashvillescene.com



MARKETING THAT WORKS FOR YOUR INDUSTRY: LIVE MUSIC VENUE/CALENDAR PROMOTION

Nashville is the music capital of the world. It is engrained in our DNA and our live music scene has never been more diverse. From Country to Hip Hop to Heavy Metal and Jazz, our music venues support our economy.

With hundreds of live music venues around the city, our readers rely on the Scene each week to discover who's playing where and when on any given night.

TESTIMONIALS:

The Scene has been an important partner for the Ryman for decades now. The Scene is the go-to outlet to learn about shows coming to town and their reach within the Nashville community consistently increases awareness and ticket sales for the shows that come to the Ryman. Their platform is an indispensable tool in promoting our events and connecting with music fans throughout the city.
- Misty Swann

Committing significant parts of our advertising budgets for Basement and Basement East over almost 20 years with The Nashville Scene has been a no brainer. It's the city's weekly pick up/go to for live music listings and critic's picks and is a massive component to moving tix. We are lifers!

-Mike Grimes

3rd and Lindsley Nashville has been a print and digital media partner with The Scene for decades and find them to be strong supporters of the Nashville Music Scene and a guide for Live Music Fans to let them know the who, where, and when for Nashville Shows.

-Ron Brice

THE HARTFORD:

- Weekly (52x) Half Page ad in Critic's Picks section of *Nashville Scene*
- Weekly (52x) 25,000 ROS impressions on NashvilleScene.com
- Weekly (52x) Scene Insider email content spot (Concert/Event driven email sent to 100,000 subscribers every Wednesday)
- Option for monthly Register-To-Win pair of tickets via *Nashville Scene* Free Stuff with social media support (Details TBD)
- Total Weekly Value: **\$1,794**
- Total Weekly Price: **\$1,196**

THE CARLILE:

- Weekly (52x) ¼ Page ad in Critics' Picks section of *Nashville Scene*
- Weekly (52x) 20,000 ROS impressions on NashvilleScene.com
- Weekly (52x) Scene Insider email content spot (Concert/Event driven email sent to 100,000 subscribers every Wednesday)
- Option for quarterly Register-To-Win pair of tickets via *Nashville Scene* Free Stuff with social media support (Details TBD)
- Total Weekly Value: **\$1152**
- Total Weekly Price: **\$804**

THE PRINE:

- Weekly (52x) 1/8th Page ad in Critics' Picks section of *Nashville Scene*
- Weekly (52x) 10,000 ROS impressions on NashvilleScene.com
- Weekly (52x) Scene Insider email content spot (Concert/Event driven email sent to 100,000 subscribers every Wednesday)
- Total Weekly Value: **\$784**
- Total Weekly Price: **\$551**

Featured calendar options

Featured Calendar position
30 days leading up to event
\$400

Featured Calendar position
15 days leading up to event
\$250

Featured Calendar position
7 days leading up to event
\$150

Featured listing example:



Yellow box is for illustrative purposes and does not appear on the calendar. Image size for Featured positions is 50:27 ratio (recommended 1800x973 pixels)

SCENE PARTNERS:

- The Ryman • 3rd and Lindsley •
- The Belcourt Theater • Exit/In •
- Roberts Western World • Nashville
- Ballet • The Cobra • City Winery •
- Eastside Bowl • The Basement/
- Basement East • Springwater •
- Country Music Hall of Fame • The
- Schermerhorn Symphony • The
- Bowery Vault • Riverside Revival
- The Blue Room • Analog • Sid
- Gold's Piano Bar • Franklin Theater
- The East Room • Brooklyn Bowl

FWDIGITAL SERVICES

ADD ONS

Local SEO

Recommended Investment: \$1,200 -
\$200/month for 6 months service

Device ID Geofencing

Recommended Investment: \$3,000 -
Estimated 200,000 impressions
delivered over 3 months

Search Engine Marketing/PPC

Recommended Investment: \$3,000
- 3 month service, cost per click
varies on industry specific standards

MARKETING THAT WORKS FOR YOUR INDUSTRY: RETAIL PROMOTION

Nashville Scene reaches more than 375,000 affluent consumers every month that care about locally owned and operated businesses. Our readers understand the impact that local shopping has on the community - keeping it local is the best way to support Nashvillians and helps protect the businesses that make our city unique by strengthening our economy, providing jobs and giving locals and visitors options unique to our great city.

- 68% of Scene readers have a college education
- 34% of Scene readers plan to purchase a new TV in the next 12 months
- 26% plan to buy a new mattress/bed
- 28% purchased men's clothing the past 4 weeks
- 32% purchased women's clothing the past 4 weeks
- 11% shopped jewelry stores the past 4 weeks
- 14% used or bought cannabis the past 4 weeks

FLIGHT PACKAGE:

- Eighteen (18x) @ 52x rate in FOB section of *Nashville Scene* (to run seasonally; 6x Spring, 6x Fall (BON), 6 Holiday)
- Any combination of the following options:
 - 1/8th Page - **\$276**
 - 1/6th Page - **\$343**
 - 1/4th Page - **\$494**
 - 1/3rd Page - **\$703**
 - 1/2 Page - **\$946**

DOUBLE IMPACT:

- Run a minimum of 26x for twelve months and get ad size doubled for the entirety of campaign
 - Options:
 - 26x 1/12th page, get 1/6th page - **\$189**
 - 26x 1/8th page, get 1/4th page - **\$312**
 - 26x 1/4th page, get 1/2 page - **\$562**
 - Four (4x) *Nashville Scene* Insider spots (Promotional event driven email sent to 100,000 subscribers every Wednesday) promoting sales, promotions etc to be used within 12 month period - **\$200 ea.**
 - Bi-Annual Fashion For A Fraction Boutique Vendor Sponsorship twice per 12 month period - **\$700** for both events
- *Ask your sales representative for more details*

FWDIGITAL
SERVICES 
ADD ONS

Local SEO
Recommended
Investment:
\$1,200 -
\$200/month for
6 months service

**Device ID
Geofencing**
Recommended
Investment:
\$3,000 -
Estimated 200,000
impressions
delivered over
3 months

**Search Engine
Marketing/PPC**
Recommended
Investment: \$3,000
- 3 month service,
cost per click
varies on industry
specific standards

Social Media Advertising
Recommended Investment: \$3000
Leverage the power of the most
widely used platform in the world.
Advertise with your social platforms
over 3 months and target your most
desirable customer no matter how
niche the audience is.

MARKETING THAT WORKS FOR YOUR INDUSTRY: FOOD & DRINK PROMOTION

Sometimes you want artisanal cuisine or inventive vegan fare; sometimes you just want a burger oozing goodness, or a plate of greens like your mama used to make or maybe a taco made the way a taco should be made. You can't get all those at any one restaurant — but you'll find them all celebrated in the Scene every single week. Our readers regularly can find reviews and news of the city's booming restaurant and cocktail scene. From popups to Pop-Tarts, from craft brews to pork bung (don't ask), the Scene is a rowdy celebration of all things tasty and thirst quenching, and the people who make them possible.

WEEKLY SCENE OPTIONS:

- Weekly (52x) in Dining section of *Nashville Scene*
 - 1/12th page ad - **\$165/wk**
 - 1/8th page ad - **\$241/wk**
 - 1/6th page ad - **\$303/wk**
 - 1/4th page ad - **\$444/wk**
 - 1/3rd page - **\$650/wk**
 - 1/2 page - **\$886/wk**
 - Full Page - Ask your sales representative

DIGITAL PACKAGE:

- Weekly (52x) 20,000 ROS impressions on NashvilleScene.com - **\$8 CPM; \$160/wk**
- Weekly (52x) Daily Scene email banner ad (Editorial driven email sent to 45,000 subscribers Mon- Fri) - **\$150/wk**
- Monthly (12x) Local One SEO service - Optimize your Google Business Profile and listing sites (Yelp, Bing, Foursquare, Facebook, YP etc.) so your business shows up at the top of "near me" search results page and in the map/3-pack - **\$200/mo**

MAX PACKAGE:

- Weekly (52x) 1/12th page ad in Dining section of *Nashville Scene* - **\$150/wk**
- Weekly (52x) Daily Scene email banner ad (Editorial driven email sent to 45,000 subscribers Mon- Fri) - **\$125/wk**
- Monthly (12x) Local One SEO service - Optimize your Google Business Profile and listing sites (Yelp, Bing, Foursquare, Facebook, YP etc.) so your business shows up at the top of "near me" search results page and in the map/3-pack - **\$200/mo**

Nashville Scene readers are close to **TWICE** as likely as the General Market to have been to a restaurant diner **4+** times in the past 2 weeks



22% Frequent Restaurant Diner (4+ times in the past 2 weeks)

17% Past 4 weeks visited a bar or nightclub

FWDIGITAL
SERVICES 
ADD ONS

Local SEO

Recommended Investment: \$1,200 - \$200/month for 6 months service

Device ID Geofencing

Recommended Investment: \$3,000 - Estimated 200,000 impressions delivered over 3 months

Search Engine Marketing/PPC

Recommended Investment: \$3,000 – 3 month service, cost per click varies on industry specific standards

Social Media Advertising

Recommended Investment: \$3000 Leverage the power of the most widely used platform in the world. Advertise with your social platforms over 3 months and target your most desirable customer no matter how niche the audience is.

MARKETING THAT WORKS FOR YOUR INDUSTRY: HOME SERVICES

THE HANDYMAN:

- Weekly (52x) 1/12th page ad in News section of *Nashville Scene* - **\$150/wk**
- 25,000 Weekly ROS impressions on NashvilleScene.com - **\$125/wk**
- Total Weekly Value: **\$564**
- Total Weekly Discounted Price: **\$275**

THE REMODELER:

- Weekly (52x) 1/4 page ad in News section of *Nashville Scene* - **\$325/wk**
- 25,000 Weekly ROS impressions on NashvilleScene.com - **\$100/wk**
- Total Weekly Value: **\$869**
- Total Weekly Discounted Price: **\$425**

THE GC:

- Weekly 1/4 page "Dolly" ad (exclusive availability) on back cover of *Nashville Scene* - **\$500/wk**
- 50,000 Weekly ROS impressions on NashvilleScene.com - **\$150/wk**
- Total Weekly Value: **\$1500**
- Total Weekly Discounted Price: **\$650**

It's true what they say, home is where the heart is. The *Nashville Scene* reaches more than 375,000 affluent homeowners every month with discretionary income to update, remodel and add on to their living spaces. Whether that means remodeling their kitchen and bathrooms, uplifting their outdoor living space or finally building out that addition. Our readers appreciate the hard-working local contractors that make up our diverse housing market and home service industry.

HOME IMPROVEMENT

- 31% plan to paint their home within the next 12 months
- 22% plan to remodel bathroom
- 18% plan to replace windows
- 12% plan to install new HVAC
- 23% plan to update Alarm/Security Services
- 16% plan to repair or replace roof



HOME OWNERSHIP:
64%

MEAN HOME VALUE:
\$364,759

FWDDIGITAL
SERVICES 
ADD ONS

Local SEO

Recommended
Investment:
\$1,200 -
\$200/month for
6 months service

Device ID Geofencing

Recommended
Investment:
\$3,000 -
Estimated 200,000
impressions
delivered over
3 months

Search Engine Marketing/PPC

Recommended
Investment: \$3,000
- 3 month service,
cost per click
varies on industry
specific standards

Social Media Advertising

Recommended Investment: \$3000
Leverage the power of the most
widely used platform in the world.
Advertise with your social platforms
over 3 months and target your most
desirable customer no matter how
niche the audience is.

MARKETING THAT WORKS FOR YOUR INDUSTRY: HEALTH & BEAUTY

FRONT OF BOOK OPTIONS:

- Weekly (52x) placement far forward in *Nashville Scene*
- 1/12th page ad - **\$165/wk**
- 1/8th page ad - **\$241/wk**
- 1/6th page ad - **\$303/wk**
- 1/4th page ad - **\$444/wk**
- 1/3rd page - **\$650/wk**
- 1/2 page - **\$886/wk**
- Full Page - Ask your sales representative

BACKPAGE:

- Weekly (52x) 1/16th page "George" ad on back cover of *Nashville Scene*
- Includes Weekly line ad in Market Place Services Section of *Nashville Scene*
- **\$240/wk**

DIGITAL PACKAGE:

- 25,000 Weekly ROS impressions on *Nashville Scene* - **\$200/wk** (\$8 CPM)
- Bi-weekly (26x) Daily Scene email banner ad (Editorial driven email sent to 35,000 subscribers Mon- Fri) - **\$150/wk**

Nashville Scene reaches more than 375,000 affluent consumers every month who seek to improve their lives. Whether that means joining a yoga studio, joining that gym or healing through meditation and therapy. Our readers appreciate locally owned businesses and are in the top spending demographic in Nashville.

HEALTH & BEAUTY

- 68% of Scene readers have a college education
- 82% of Scene readers exercise 2 or more times a week
- 64% of Scene readers plan to have a cosmetic procedure in the next 12 months



- 42% participate in yoga, Pilates, and barre classes each month
- 51% are interested in integrative health opportunities
- 71% participate in meditation or some form of therapy

FWDDIGITAL
SERVICES 
ADD ONS

Local SEO

Recommended
Investment:
\$1,200 -
\$200/month for
6 months service

Device ID Geofencing

Recommended
Investment:
\$3,000 -
Estimated 200,000
impressions
delivered over
3 months

Search Engine Marketing/PPC

Recommended
Investment: \$3,000
- 3 month service,
cost per click
varies on industry
specific standards

Social Media Advertising

Recommended Investment: \$3000
Leverage the power of the most
widely used platform in the world.
Advertise with your social platforms
over 3 months and target your most
desirable customer no matter how
niche the audience is.