

Committed to Quality Community Journalism



Williamson Herald

2026 Media Guide

Celebrating 21 years telling the stories
of Williamson County

Committed to helping you reach customers through community journalism

Thank you for your interest in advertising with Williamson Herald.

We are:

- The only locally owned and operated newspaper in Williamson County.
- Written by experienced journalists, many of whom have covered the county for years
- Starting our 19th year
- The source for local community news
- The source for local sports, celebrating high school, middle school and youth athletics
- Paper of Record for the City of Franklin, City of Brentwood, City of Nolensville and Williamson County
- Read weekly by 23,000 consumers
- Distribution 10,000



Williamson County – The Fastest Growing County in Tennessee

Ranked #10 of the 20 richest counties in America

Population

- 226,257
- 17% Population Growth
- 73,811 Households

Resident

- Median Age - 39
- Gender - 51% Female
- Median Household Income - \$106,054

Education

- High School Diploma or equivalent- 96%
- Bachelor's degree or higher - 56%



Williamson County Zip Codes

Franklin	37064, 37067 and 37069
Brentwood	37027
Nolensville	37135
Arrington	37014
College Grove	37046
Spring Hill	37174
Fairview	37062
Thompson Station	37179

2023 WilliamsonHerald.com Customers

Audience Data

TOTAL USERS - 1,322,307

- New Visitor - 83.75%
- Returning Visitor - 16.25%
- Page Views - 5,203,055
- Unique Visitors - 1,660,324

BROWSER DEVICE

- Mobile - 70.72%
- Desktop - 24.68%
- Tablet - 4.51%

AGE

- 45 to 54 - 20.01%
- 35 to 44 - 16.87%
- 55 to 64 - 20.63%

GENDER

- Female - 53.7%
- Male - 46.43%

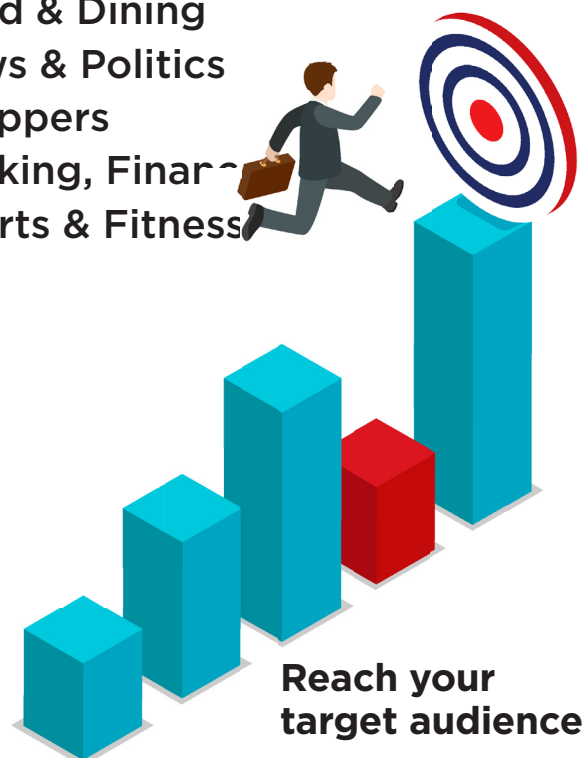
Audience Behavior

TOP LANDING PAGES

- Sports
- Home Page
- Obituaries
- News
- Education

AUDIENCE AFFINITY

- Food & Dining
- News & Politics
- Shoppers
- Banking, Finance
- Sports & Fitness



DISPLAY ADVERTISING RATES

RETAIL ADVERTISING RATE PACKAGES* (per column inch, per insertion)

By taking advantage of our special rate packages, you can customize your advertising needs whether they are on a weekly, monthly or seasonal basis!

Contact your sales rep at 615-790-6465 today!

DAY OF PUBLICATION: Thursday AD COMMITMENT DEADLINE: Monday at 3 p.m.

ELECTRONIC DEADLINE: Tuesday at 5 p.m.

CONTRACT RATES

52 WEEKS	26 WEEKS	13 WEEKS	8 WEEKS	4 WEEKS	OPEN RATE
\$6.04 PCI	\$7.64 PCI	\$8.55 PCI	\$9.71 PCI	\$10.87 PCI	\$16.80 PCI

CLASSIFIEDS: Private Party: \$9.50 PCI / \$20 line ads (35 words or less)

Display Employment: \$10 PCI / \$10 line ads (35 words or less)

Classified Internet Packages Available

LEGALS and PUBLIC NOTICES: \$9.50 PCI +\$25 affidavit fee

NON PROFIT RATE: (open rate) \$9.25 PCI-must be a 501(c)(3) to qualify

NATIONAL RATES: \$18.48 PCI

INSERTS: Single sheet (8.5 x11) \$50 CPM - See insert page for additional rates.

FRONT PAGE BANNER/ADS: Available upon request

COLOR RATES:

Full Color - \$3.25 PCI for ads under 63 column inches.

\$2.50 for ads 65 inches and larger for larger ads. *Color based on availability.

Premium Positions - 25% premium for guaranteed placement

COLUMN WIDTHS

ONE: 1.70"

TWO: 3.50"

THREE: 5.40"

FOUR: 7.25"

FIVE: 9.125"

SIX: 11'

The Williamson Herald is locally owned, operated and published by CMD Publishing, LLC.

ELECTRONIC SUBMISSIONS

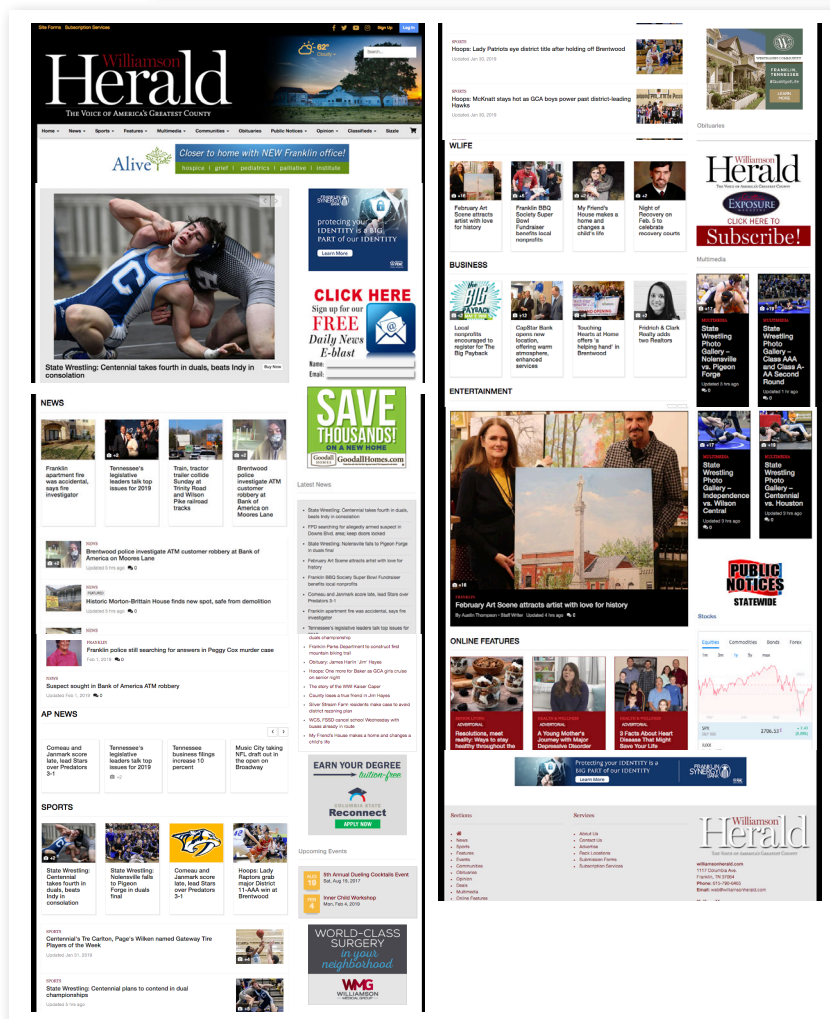
FORMAT: PDF is preferable. An EPS, TIFF or JPEG is also acceptable. Resolution: 200 dpi. Ads submitted as Microsoft Word documents (or any other Microsoft document) will be rebuilt by the Herald. We do not accept Publisher files.

COLOR: All colors should be converted to process: cyan, magenta, yellow, & black. Preferably, blacks should be 100% black only. No Pantone colors, please, unless converted to CMYK. All spot colors should be rendered in four color process.

CONTACT: Please include contact information with your submission in the event some difficulty arises. Please ensure that as many of the above criteria are met as possible and that we have your ad as early as possible. If you have questions, or need help, feel free to contact Wendy Satterwhite - Production Manager at 615-790-6465.

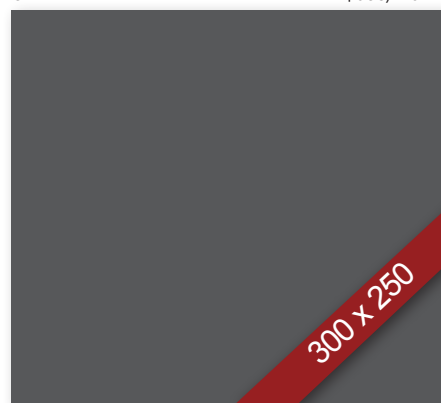
PROOFING: We do not send out for proof any camera-ready submissions. Other than preparing your advertisement for printing, we will not alter the design or character of your submission. If we detect a problem with your submission, we will contact you.

MAIN PAGE TOP BANNER \$600/mo



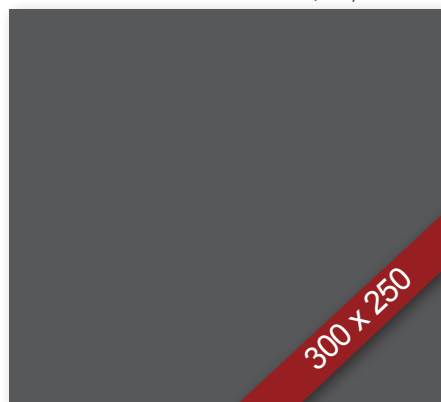
SIDEBAR MAIN AD

\$600/mo



INSIDE STORY AD

\$600/mo



BOTTOM STRIP BANNER 1 \$200/mo



POSITION

1 MONTH*

6 MONTH*

1 YEAR*

MAIN PAGE TOP BANNER

\$600

\$500

\$400

*COST PER MONTH

INSIDE STORY AD

\$600

\$500

\$125

BOTTOM STRIP BANNER

\$200

\$175

\$150

CONTACT AN ADVERTISING REPRESENTATIVE TODAY! 615-790-6465

1117 Columbia Avenue | P.O. Box 681359 | Franklin, TN 37068 | 615-790-6465 | Fax: 615-790-7551

www.williamsonherald.com

DAILY E-BLAST ADVERTISING

Every day, our local staff is working hard to provide the Williamson Herald website with fresh and original content. That's why about 201,500 local residents come back again and again. There's no better source online that delivers this volume of local decision makers.

Get More **Local** Business

Over 6,500 recipients

2017 Local Resident Reach Monthly



**CLICK
THROUGH
RATE IS 21%**



**OPEN RATE
IS 20%**
(INDUSTRY
AVERAGE IS 12%)



**58% OF EMAIL
OPENS ARE ON
A MOBILE
DEVICE**



**OTHER FACTS: FOOD,
TRAVEL, SALES, POLITICAL,
AND EVENT ADS DO WELL**



**FRIDAY IS THE
BEST SCORING
DAY OF THE
WEEK**

DAILY E-BLAST RATES

Reach captured readers with our daily news e-blasts!
Size: 800 pixels x 150 pixels

**ONE PER DAY PER WEEK PRICED AT \$150
AND TWICE PER DAY PER WEEK \$200.**



Warwick to discuss the Freedmen's Bureau at January round table



Herald Reports

Rick Warwick, of Franklin's Heritage Foundation and Williamson County's local historian, will speak on the Freedmen's Bureau at the Jan. 8, 2018, edition of the Franklin Civil War Round Table.

The event will be held at the Carnton Plantation's Fleming Center, beginning at 2 p.m. The public is invited to attend.

The U.S. Bureau of Refugees, Freedmen and Abandoned Lands, popularly known as the Freedmen's Bureau, was established in 1865 by congress to assist former slaves and impoverished whites in the aftermath of the Civil War.

See [ROUND TABLE](#) for more.



Ribbon cutting, Christmas concert to highlight grand opening of Morning Pointe of Spring Hill

Herald Reports

Morning Pointe of Spring Hill will celebrate a special holiday grand opening Dec. 14, from 4-7 p.m., at 1001 McCutcheon Creek Lane, located off Miles Johnson Parkway, south of Duplex Road.

The event will begin with a formal ribbon cutting at 4:30 p.m., and will feature a Christmas concert by Summit High School, and a singing of songs from Charles Dickens' "A Christmas Carol" by Columbia State Community College. Guests will witness a Live Nativity scene and a chance to meet Santa Claus. Heavy hors

See [MORNING POINTE](#) for full story.



Don't Miss WAKM upcoming games of the week Dec. 12 & Dec. 15

On Tuesday, Dec. 12, WAKM will broadcast the Tuesday High School Game of the Week. This week will feature the Brentwood at Summit. Garth Bouldin & Stormy Mitchell will describe the action. The pregame show will start at 5:45 p.m. The girls game is at 6 p.m. and the boys game is at 7 p.m.



On Friday, Dec. 15, WAKM will broadcast the game between the Ravenwood at Brentwood (The Battle of the Woods). Garth Bouldin & Stormy Mitchell will describe the action. The pregame show will start at 5:45 p.m. The girls game is at 6 p.m. and the boys game is at 7 p.m. The games can be heard on AM-950 and also via live internet streaming on www.wakmworldside.com or on your iPhone via Radio.net a FREE App.



Spaces are limited. Contact your advertising sales representative at 615-790-6465 for availability.

1117 Columbia Avenue | P.O. Box 681359 | Franklin, TN 37068 | 615-790-6465 | Fax: 615-790-7551

BANNERS

Front Page

\$350

Contract Rates Available

B Section

\$250

Contract Rates Available

Post-it Note

\$500

Contract Rates Available

Williamson Herald
THE VOICE OF AMERICA'S GREATEST COUNTY

Boat & Jet Ski Loans
4.5% APR
The lowest rate for the market

A brain hijacked:
Prescription painkillers reign as leading gateway drug

Memorial Day ceremony remembers fallen soldiers' sacrifice for freedom

Hammers & High Heels to feature Listed Sisters, food, drink and fun

With team since beginning, Franklin's Helper is now sharing in the Predators' rewards

Built not Bought

LANDMARK

Williamson Herald Sports
Thursday, September 23, 2026 • 40¢

Brentwood's Acevedo, Franklin's Albert first John Maher Builders Scholar-Athletes of 2018

'Battle of Franklin' explodes again Friday

Unhealed Eagles head to Bayler for region battle
BGA, CPA, FFA hit the road

Hope: Ramez's Harris named BCAT Coach of the Year; B&B Brown added to Hall of Fame

RealtyTruSt
Making Home a Reality!
Call: 615.997.3403
www.makinghomeareality.com

Williamson Life
Thursday, May 12, 2026

Local Favorites
Plenty of winners recognized at 11th annual Sizzle Awards ceremony

SIZZLE AWARDS

SERVICES

Landscaping
The Green Thumb Lawn Care & Landscaping

Photography
The Wedding Photographer

Real Estate Agency
The Real Estate Experts

Senior Living
The Senior Living Experts

Head
The Head Experts

RealtyTruSt
Making Home a Reality!
Call: 615.997.3403
www.makinghomeareality.com

PRE-PRINT RATES

Ask about how we can target inserts around your business with delivery zones!
\$50 per 1,000 - For first 1,000

Single Sheet Flyer	\$40 CPM - FULL RUN
4 Page	\$44 CPM - FULL RUN
6 Page	\$48 CPM - FULL RUN
8 Page	\$50 CPM - FULL RUN
12 Page	\$54 CPM - FULL RUN
16 Page	\$58 CPM - FULL RUN
20 Page	\$62 CPM - FULL RUN
24 Page	\$66 CPM - FULL RUN

ALL ZONED AND ROUTE DISTRIBUTION ADD \$10 CPM

ALL INSERTS MUST BE DELIVERED TO FRANKLIN WEB PRINTING - 115 BEASLEY DRIVE, FRANKLIN, TN 37064.

Day of Publication: Thursday
Weekly Deadline: Ten days prior.

Product Distribution: 10,000 total
distribution through home delivery,
rack and dealer sales

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Stearns Mart
PREVIEW DAY FRIDAY, DECEMBER 9
8AM-10PM

THE BIGGEST HOUR 14 SALE OF THE SEASON

**SATURDAY DECEMBER 10
8AM-10PM**

INCREDIBLE DOORBUSTER

ULTA BEAUTY
IT'S SUMMER beauty time!
50% OFF
NEW 2 for 1
DOORBUSTER! DOORBUSTER!
Free Shipping with \$50 purchases at retail

Williamson Herald **An Active Community Partner**

Supporting the efforts of community service groups and local events

Some of our sponsorships include:

Concert 4 the Cure - Westhaven Foundation

Franklin Rodeo

Boys & Girls Club of Franklin - Steak & Burger

Mercy Children's Clinic Franklin Classic

Wine Down Main - Boys & Girls Club

Alzheimer's Association

Taste of Williamson - United Way

Habitat for Humanity

Downtown Franklin Rotary Jockeys & Juleps



Williamson Herald Sports

#1 source for local sports coverage since 2005



The *Williamson Herald* is the source for local sports, celebrating high school, middle school and youth athletics. Each August, the *Herald* publishes the award winning Williamson County High School Football Media Guide. This popular publication is spearheaded by our sports editor, Joe Williams and multi-media reporter, Charles Pulliam.



WINNER
of three Tennessee state
sports writer awards including
first place for feature writing

John Maher Scholar Athlete Awards



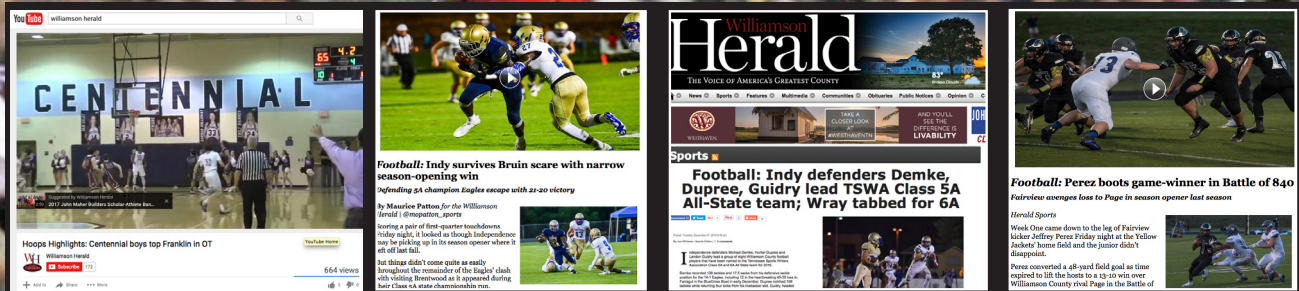
The *Williamson Herald* and John Maher are partnering again for the 19th years to bring you the John Maher Builders Scholar Athlete Award. Each month, one female and one male student athlete is selected from nominations as the scholar athlete. The *Williamson Herald* will publish a feature story on each student. Each winner will be invited to the year-end recognition banquet and will be eligible to win a \$2,000 scholarship courtesy of John Maher Builders.



Williamson
Herald

HIGH SCHOOL FOOTBALL

Multi-Media Packages



Williamson
Herald
The Voice of America's Greatest County
Sports

Print Video and Game of the Week Radio Spots
Williamson Herald Football Extra
Previews the Weekly Games with Video Clips
Video on Location

Gold Level

Quarter Page Print Ad in the *Williamson Herald*
Logo on all house promotions
Banner ad on all sports pages
Naming Rights: Williamson Herald Friday Night
Lights brought to you by...
Video Spots Williamson Herald Football Extra
Social Media Exposé All football content is shard on
Williamson Herald social media platforms
Web ads on www.WilliamsonHerald.com
728X90 and 300X250
\$500 per week

Silver Level

Quarter Page Print Ad in the
Williamson Herald
Weekly Video spots and sponsorship of **pre-game show**
YouTube show.
Web ads on www.WilliamsonHerald.com
728X90 and 300X250
\$400 per week

Bronze Level

Eighth Page Print Ad in the
Williamson Herald
Sponsorship spots on Inside the Drive
Radio Packages: Two name mentions
per game plus two **30-second ad plays**
Web ads on www.WilliamsonHerald.com
728X90 and 300X50
\$300 per week

Entry Level

Sixteenth Page Print Ad in the
Williamson Herald
Video Sponsorship of **11 Questions**
Web ads on www.WilliamsonHerald.com
728X90 and 300X250s
\$200 per week

Call your advertising representative at (615) 790-6465 for more information.

February



Valentine's Day Gift Guide Section

Publication Date: February 12



Salute to Black Excellence Special Edition

Publication Date: February 19

Ad Commitment Deadline: February 5

March



Lawn & Garden Section Home Improvement Section

Publication Date: March 26

Ad Commitment Deadline: March 20

Special Edition and Section Schedule

April



Easter

Publication Date: April 3

Ad Commitment Deadline: March 27

May



A Salute to Graduates

Publication Date: May 21

Ad Commitment Deadline: May 15



College Grove brothers to compete in Franklin Rodeo City crunches data on

Franklin Rodeo 75th Anniversary Special Edition

Publication Date: May 7

Ad Commitment Deadline: April 30

June

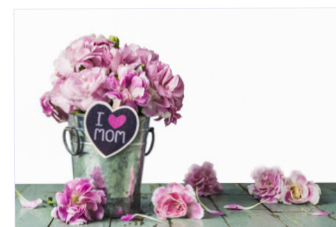


Surrounded by Heroes Special Edition

Publication Date: June 13

Ad Commitment Deadline: June 5

Camera-Ready Artwork Deadline: June 6



Mother's Day Gift Guide Section

Publication Date: May 8

June



Father's Day Gift Guide Section

Publication Date: June 12

July



**250 Years
July 4th Section**
Publication Date: July 2
Ad Commitment Deadline:
June 25



Celebrating 20 Years
**Franklin Farmers Market
Celebrates new location**
Publication Date: July 16
Ad Commitment Deadline: July 9

August



**Williamson County Fair
Special Edition**
Publication Date: August 6
Ad Commitment Deadline: July 30

**Special Edition Package
Rates Available**
Call for advertising
Sales Representative
at 615-790-6465

August



**Williamson County
High School Football
Special Edition**
Publication Date: August 13
Ad Commitment Deadline:
July 30

September



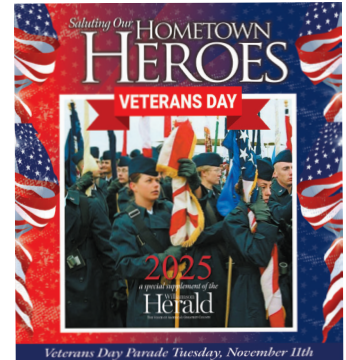
**Remembering 9/11
Twenty-five years later**
Publication Date: September 10

October



**25th Anniversary
Wine Down Main Street
Special Edition**
Publication Date: October 29
Ad Commitment Deadline:
October 22

November



**Hometown Heroes
Special Edition**
Publication Date: November 5
Ad Commitment Deadline:
November 29



Thanksgiving Day Edition
Publication Date: November 26
Deadline: November 19

December



**A Williamson Christmas
Special Edition**
Publication Date: December 10
Ad Commitment Deadline:
December 3