

Williamson Herald

THE VOICE OF AMERICA'S GREATEST COUNTY

2016 Media Kit



Reaching Potential and influential Williamson County Customers will never be the same.

Thank you for your interest in advertising with the *Williamson Herald*, the only locally owned and operated newspaper in Williamson County.

The Williamson Herald delivers news, lifestyles, sports and business with in-depth analysis and a local perspective and publishes every Thursday with a distribution of 10,000 copies each publication day.

The Williamson Herald publishes news about those who live, work and play in Williamson County. It is our mission to celebrate the magnificent lifestyle we all enjoy and to drive those consumers to your company's door!

We do this by providing a communication vehicle that is superbly written by experienced writers, many who have covered the county for years, as well as new faces who bring a new perspective to Williamson County life.

Additionally, we cover local sports celebrating the high schools and middle schools of Williamson County, along with coverage of youth sports.

ZIP CODE DISTRIBUTION: 37014, 37027, 37046, 37062, 37064, 37067, 37069, 37135, 37174, 37179

Please feel free to contact our experienced and professional sales consultants at 615-790-6465 for additional information.

www.williamsonherald.com

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

Williamson Herald

THE VOICE OF AMERICA'S GREATEST COUNTY

2016 Advertising rates & information



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.

CONTACT AN ADVERTISING REPRESENTATIVE TODAY! 615-790-6465

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Williamson County Zip Codes

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

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

Why Williamson?

Population
192,911
Income-median household
\$90,759

Percentage of people
18 and under
28.8%

Median Age
45

Median home price
over \$343,300

Information from www.city-data.com

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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MAIN PAGE TOP BANNER \$600/mo



MAIN PAGE SECONDARY \$250/mo



MAIN PAGE STRIP BANNER \$300/mo



NEW WEBSITE

Herald launches redesigned site

The *Williamson Herald* is very excited to announce the launch a new redesign of our website. First started in 2005, the *Herald* focuses on community news, features and sports in Williamson county. With our print and online products, we can provide extra exposure to your business. Call and speak to an advertising representative today!

Also available are daily e-blast advertisements. Call for details.

Sponsorships

WEATHER

88x31
\$500/mo

SECTION HEADER

88x31
\$200/mo

INSIDE STORY AD

\$600/

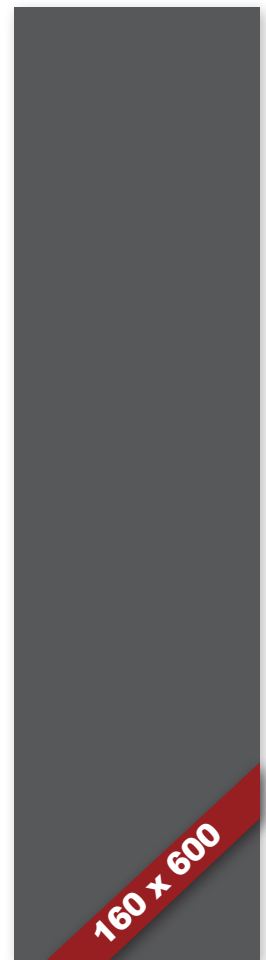


615-790-6465

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Call for more details!

MAIN PAGE SKYSCRAPER \$600/mo



SECONDARY BANNER \$175/mo



STARTER AD \$100/mo



BOTTOM STRIP BANNER 1 \$200/mo



BOTTOM SMALL 1 \$100/



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DAILY E-BLAST RATES

**Reach captured readers
with our daily news e-blasts!**

Size: 800 pixels x 150 pixels

Spaces are limited. Contact
your advertising sales representative
for availability.

615-790-6465



One per day per week priced at \$125 and twice per day per week \$160.

WEBSITE ADVERTISING

Get more exposure for your business with online advertising

POSITION	1 MONTH*	6 MONTH*	1 YEAR*
MAIN PAGE TOP BANNER	\$600	\$500	\$400
MAIN PAGE SECONDARY BANNER	\$400	\$300	\$200
MAIN PAGE STRIP BANNER	\$300	\$200	\$100
INSIDE STORY AD	\$600	\$500	\$400
MAIN PAGE SKYSCRAPERS	\$600	\$500	\$400
SECONDARY BANNER	\$175	\$150	\$125
STARTER AD	\$100	\$75	\$50
BOTTOM STRIP BANNER	\$200	\$175	\$150
BOTTOM SMALL AD	\$100	\$75	\$50
SPONSORSHIPS*			
WEATHER	\$500	\$400	\$300
BUSINESS	\$250	\$200	\$150
REAL ESTATE	\$250	\$200	\$150
HEALTH	\$250	\$200	\$150
ENTERTAINMENT	\$250	\$200	\$150
LAWN & GARDEN	\$250	\$200	\$150
OTHERS AVAILABLE ON REQUEST			

*COST PER MONTH

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Special Section Publications



The Williamson Herald is proud to present various supplements to our paper throughout the year. Below is a sample of some of the extra publications/sections that accompany our regular weekly paper.

JANUARY

Wedding Section

FEBRUARY

Valentine's Day Gift Guide

Summer Camp Guide

MARCH

The Sizzle Awards

Vacation Guide

Lawn & Garden Section

Home Improvement Section

APRIL

Earth Day/Green Businesses Spotlight

MAY

Mother's Day Gift Guide

Surrounded by Heroes - *Local Community Heroes*

Franklin Rodeo

Equine Special Edition

JUNE

Father's Day Gift Guide

Outdoor BBQ+ Patio Furniture Section

JULY

July 4th Section

AUGUST

High School Football Section

Williamson County Fair

SEPTEMBER

Amazing Autumn Section

Franklin Classic

OCTOBER

Komen Race for the Cure Section

Wine Down Main Street

Sesquicentennial - 150th Battle of Franklin

Special Edition

NOVEMBER

Hometown Heroes: Veteran's Day Section

Honoring Non-Profit Organizations Section

DECEMBER

Williamson Christmas Shopping Section

Welcome To Winter Tab

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