



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.

We provide advertising & sponsorship opportunities, & a host of digital marketing services customized to your local business.

WilliamsonSource.com

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source

MEDIA KIT



Stats at a Glance

CONNECTING BUSINESS & CONSUMERS

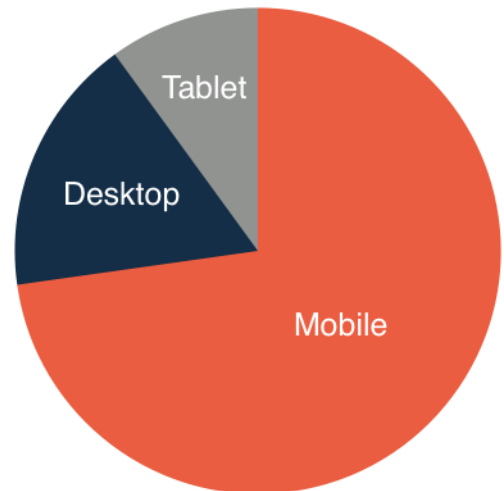
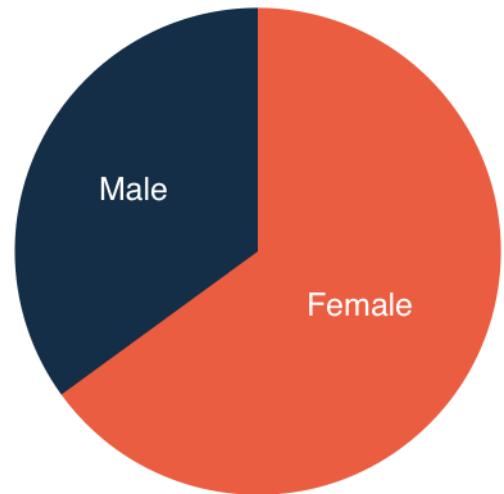
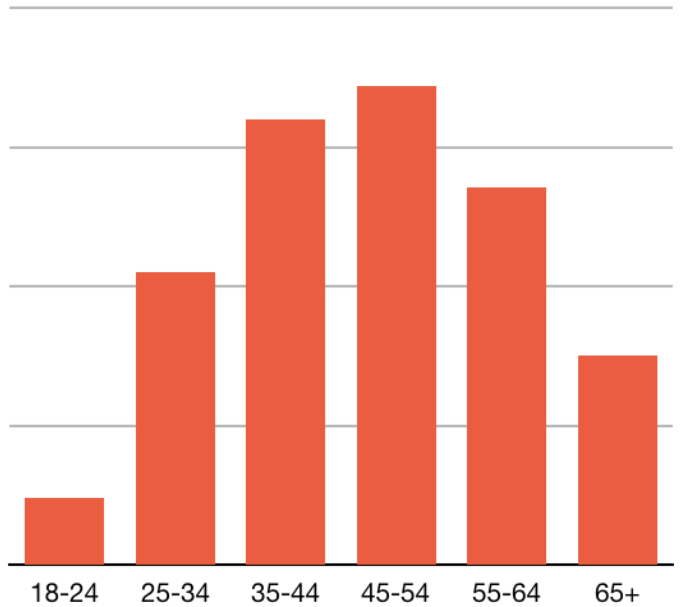
Our unique approach to connecting businesses with consumers in the digital environment adapts to proven, effective marketing strategies to mobile-first tactics designed to reach potential customers in the fast-changing ways they communicate.

A UNIQUE & POWERFUL MARKETING

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 every day.



6.1 Million



45000+

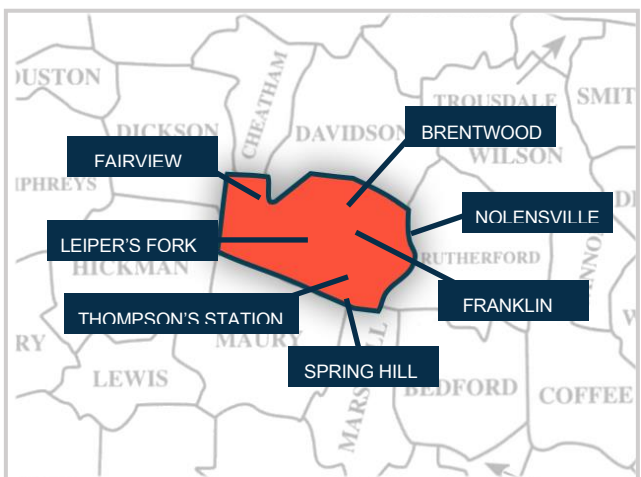
Facebook followers



9000+

Twitter followers

*Includes other social accounts associated with Williamson Source



Advertising Sizes & Positions

A

LEADERBOARD 728X90
Run of Site Position

B

LEADERBOARD 970X90
Run of Site Position

C

SKYSCRAPER 300X600
Run of Site Position

D

BILLBOARD 300X250
Run of Site Position

Our ads are optimized for "run of site" to give you maximum exposure throughout multiple positions throughout our entire site.

The screenshot shows the Williamson Source website interface. At the top, there is a navigation bar with the logo and menu items like HOME, NEWS, THINGS TO DO, LOCAL LIVING, SPORTS, SCHOOLS, BUSINESS, REAL ESTATE, and OBITUARIES. Below the navigation, there are several content blocks. A large red box labeled 'A' is positioned at the top right. Below it, there are news articles and a 'WEEKLY CRIME REPORT' section. Another red box labeled 'B' is located below the news section. To the right of the news section, there are smaller boxes for 'TODAY'S WEATHER', 'TRAFFIC UPDATES', and 'THINGS TO DO'. A large red box labeled 'C' is positioned on the right side of the page. Below the news section, there are more articles and a 'BUSINESS' section. A red box labeled 'A' is positioned below the business section. To the right of the business section, there are more articles and a 'REAL ESTATE' section. A red box labeled 'D' is positioned below the real estate section. At the bottom of the page, there is a footer with the Williamson Source logo, contact information, and a list of other sites.

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

(615) 807-0805

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Franklin, TN 37064

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[Click Here to Contact Us](#)

Visit Our Other Sites

Rutherford Source
Titan Insider
VFL Insider
Vandy Insider
A to Z Sports
TN High School Football
Warriors
BGR Media

Partnership Opportunities



	Digital Basics	Digital Basics Plus	Exclusive Sponsorship
Digital Footprint Management Relevant Directories, Search Engine Registration, Social Media Presence, SEO, Reviews & Reputation Management	Standard	Premium	Premium
Digital Strategy Review Establish KPIs, Measure, Report Monthly, Review & Adjust Strategy Periodically	Annually	Quarterly	Monthly
Articles & Blog Posts Articles About You and/or Sponsorship of Topics Relevant to Your Prospects, All Published in WilliamsonSOURCE.com & Added to Your Digital Footprint & Website	Monthly	2x/mo	Weekly
Social Posts Posts on WilliamsonSOURCE.com Social Media to Help Add New Followers to Your Social Media & Create Awareness Outside Your Current Universe on Social Media	Articles + 1/mo	Article + 2/mo	Articles + 1/wk
ROS Advertising Impressions WilliamsonSOURCE.com	30,000/mo	45,000/mo	60,000/mo
Newsletter Sponsorship Added Brand Exposure on WilliamsonSOURCE.com Email Newsletter	Standard	Standard	Premium
Monthly Budget	\$1,500	\$3,000	\$5,000

Incremental Opportunities

Exclusive Section Sponsorship Added Brand Exposure on WilliamsonSOURCE	\$500/mo	\$500/mo	Included
SEM Campaign Keyword Research, Establish Baselines, Create Messaging, Recommend Budget, Monitor Weekly	Will Quote	Will Quote	Will Quote
Digital Mobile Display Campaigns Geotargeting Based on Your Audience	\$12 CPM	\$12 CPM	\$12 CPM
Website Design & Development Design, Development, Maintenance & Hosting	Will Quote	Will Quote	Will Quote

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

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