

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



MEDIA KIT

CONNECTING BUSINESS & CONSUMERS

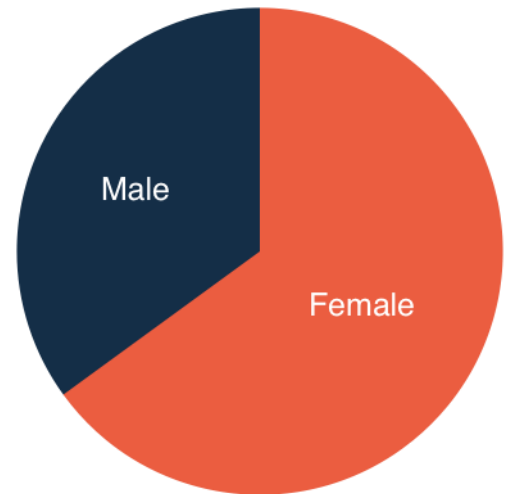
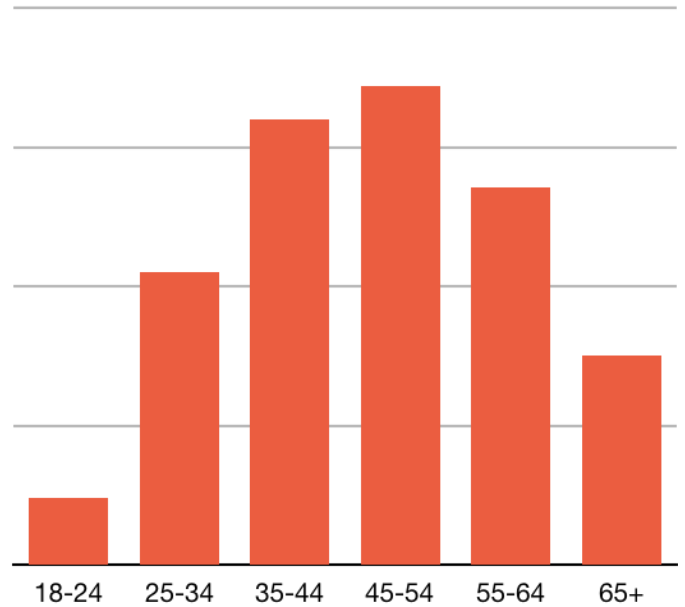
Our unique approach to connecting businesses with consumers in the digital environment adapts to proven, effective marketing strategies to mobile-first tactics designed to reach potential customers in the fast-changing ways they communicate.

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.



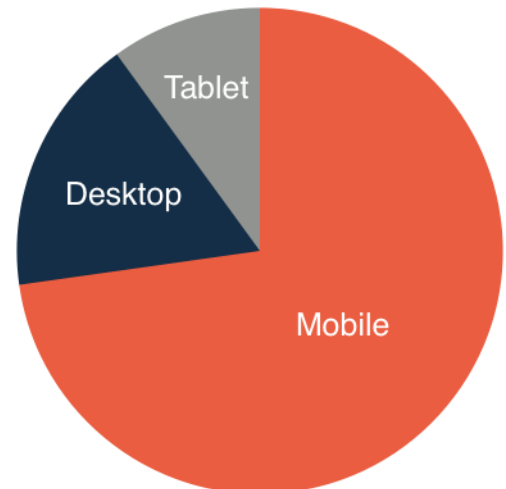
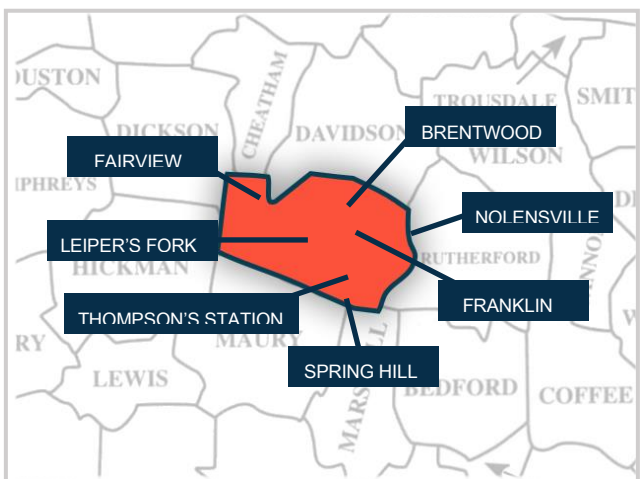
6.1 Million

page views in the past year

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 layout with several ad positions highlighted by red boxes and labeled with letters A, B, C, and D. The website header includes the logo and navigation menu. The main content area features news articles, local living stories, business news, and real estate listings. Ad positions are located in the top right, below the main content, and in the right sidebar.

williamson source

HOME NEWS THINGS TO DO LOCAL LIVING SPORTS SCHOOLS BUSINESS REAL ESTATE OBITUARIES

49 items

Facebook Twitter Google+ Pinterest

Williamson Weekend: 5 Happenings This Weekend
February 15, 2018

USA VS BELGIUM
Davis Cup Returns to Nashville for First Time in 40 Years
February 16, 2018

WCS Closes Schools Next Monday for Faculty Safety Reviews

WEEKLY CRIME REPORT FRANKLIN
LE LINE DU NOU GROSS
Franklin Crime Report: Jan 28 - Feb 3, 2018
February 15, 2018

Franklin Launches Program to Name Street After Fallen Veterans

NEWS

Community
Allendale Principal Receives AAHS Education Award
Michael Carpenter February 16, 2018
From WCS in-Focus Allendale Elementary School Principal Dr. Cindy Davis was given the Education Award from the African American Heritage Society (AAHS) of Williamson County...

Local Living
Learn What Keeps this Couple Celebrating After 63 Years of Marriage
Brenda Wiseman February 15, 2018
On Wednesday, Feb. 14 we visited Harold and Carol Ann Bigham at The Heritage in Brentwood. Harold, a former law professor first taught at Vanderbilt...

Business
Soon Five Daughters Donuts will be Available in Three States
Suzanne Wiseman February 15, 2018
The donut shop, Five Daughters Bakery, known for its 100-layer donuts celebrated its third birthday and made a big announcement. On Facebook, they posted, "Happy..."

Real Estate
Home Prices at All-Time High in Tennessee
Andrea Hilde February 15, 2018
Home prices in Tennessee are at a record high, according to the Tennessee Housing Development Agency. Tennessee's median home price grew by 5.4 percent...

Upcoming Golf Tournament Raises Funds for Ewing Sarcoma Research
February 14, 2018

Meet the Winners of the Ravenwood Mansion Wedding Giveaway
February 16, 2018

Join Williamson County CASA for the "Voices for Children" Event
February 12, 2018

Think Outside the Chocolate Box With These 5 Valentine's Gift Ideas
February 12, 2018

Today's Weather

Traffic Updates

Things to Do

Williamson County Property Transfers January 29, 2018
February 13, 2018

Williamson County Property Transfers January 22, 2018
February 7, 2018

See this New Construction in One of Franklin's Best Neighborhoods
February 6, 2018

Mortgage Rates Reach Highest Levels in 4 Years
February 5, 2018

Visit Our Other Sites

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

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Click Here to Contact Us

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Partnership Opportunities



	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	\$1,575	\$3,150	\$5,250

Incremental Opportunities

Exclusive Section Sponsorship Added Brand Exposure on WilliamsonSOURCE	\$525/mo	\$525/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	\$12.60 CPM	\$12.60 CPM	\$12.60 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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EMPOWERLOCAL