

For More Information

SOURCE LOCAL MEDIA

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Reach Active Middle Tennessee Consumers with Greater Effectiveness, Efficiency, & Accountability

Superior
Targeting
Options

+

High-Quality
Messaging
Context

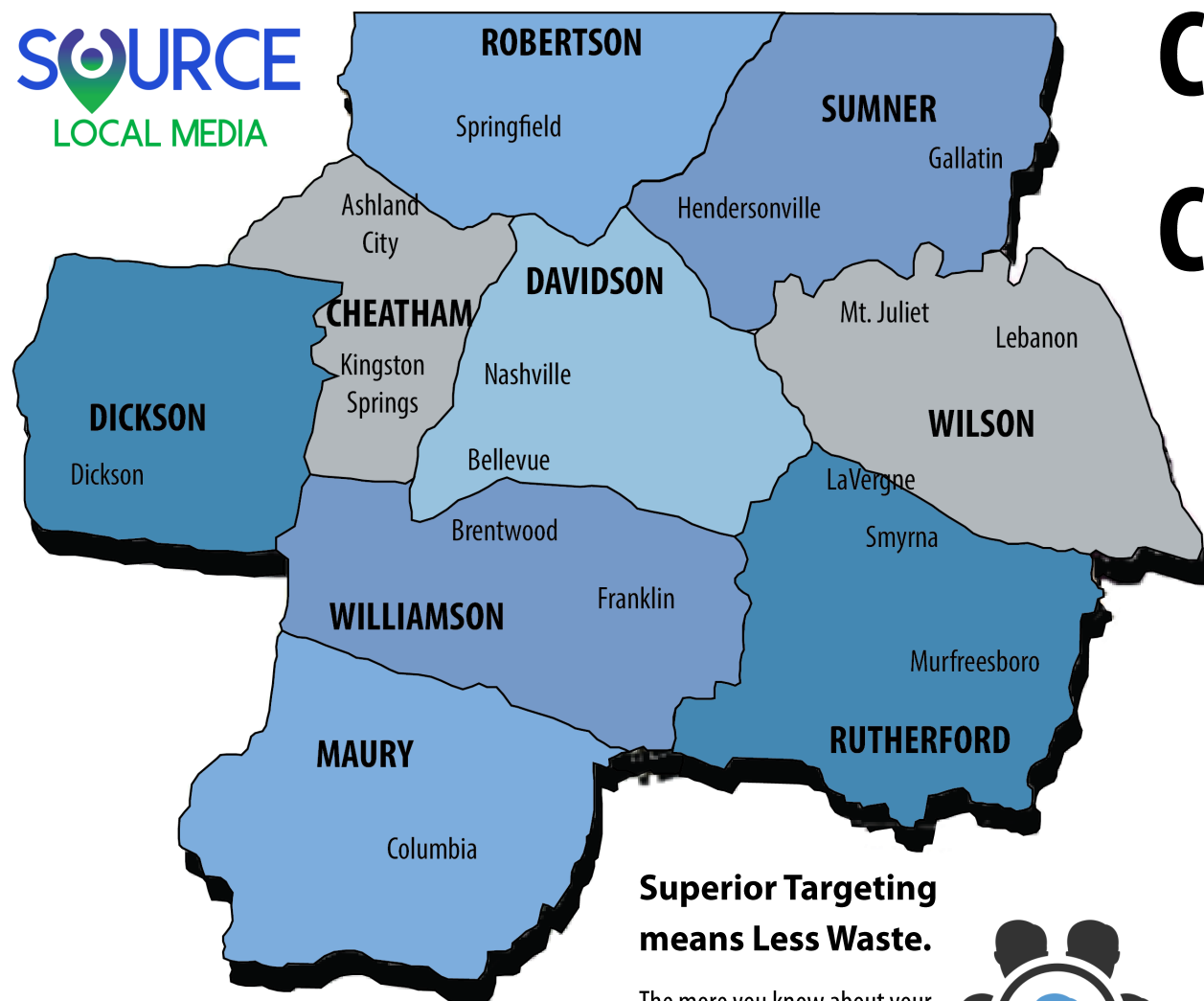
+

Cost-Effective
Reach
Capabilities

=

Stronger
Results
& Accountability

SOURCE
LOCAL MEDIA



Creating More Powerful Consumer Connections Than Typically Found On-Line

415k 713k 1.85m 148k 49k

Unique
Monthly
Visitors

Average
Monthly
Sessions

Average
Monthly
Pageviews

Social
Media
Connections

Email
Subscribers

Growing 300% Year-Over-Year

Life Is Local, and Increasingly On-Line.

On a typical day, most consumers stay pretty close to home. We're in and out of the car, and our typical daily route to the kids' schools, work, errands, and meals takes us about 29 miles of distance, but rarely more than 8 miles from home.

When we're seeking out things we want to buy, we're always on the lookout for brands that meet our needs. And we still enjoy making unexpected discoveries!



Nearly 60% of us have discovered our favorite brands while catching up on the news, reading emails, and checking our social feeds. And that's the unique way our local and regional news and lifestyle brands connect on a deeper level with your best customer prospects.

Superior Targeting means Less Waste.

The more you know about your best customer prospects, the less time you'll waste talking to people who aren't interested and won't take action.



Our unique system takes our entire Middle Tennessee audience and filters it to prioritize your most valuable consumer prospects based on factors like location, gender, age, household characteristics like presence of children, home value, income, and other important indicators so your advertising is focused on the people who will find it most relevant and useful — those who will be excited to discover your brand!

We're able to target our audience in ways most advertising hasn't been able to provide before.

Context means Everything in Today's Over-Communicated Society.



Where your message is encountered by consumers means more than just about any other factor. Consumers have to be able to engage you right, then, and there to get the highest rate of return on your advertising investment.

Our unique local news and lifestyle content creates a trusted environment where consumers appreciate brand discovery and can take immediate action to make a connection with you.



Reach Still has to be Cost Effective.

You need the advantages of superior targeting and favorable context WITHOUT paying extra. We understand that.

We've committed to making our advertising opportunities among the most affordable so the businesses of all sizes can create new customers at a reasonable price.

Our solutions are priced to be competitive with traditional alternatives like TV and Radio, as well as other on-line options. At an average of just \$9 CPM, our rates are designed to make it possible for you to buy an effective amount of reach to hit your conversion goals and make a solid ongoing ROI.



Verified, Better Results requires Accountable Tracking.

There's nothing more frustrating than having to guess or trust anecdotal evidence to decide what's working and what's not.

Properly executed, our digital advertising solutions can demonstrate true ROI. Knowing how many actionable leads and on-line sales are generated is just one of our distinct advantages.

Now you can know exactly what your advertising is contributing back to the business in terms of new customer leads and actual sales (depending on your platforms). And the more data tracked, the smarter the system gets at identifying the difference between prospects who engage and those who don't.

