



EMPOWER LOCAL™



For years, Rutherford Source has served Murfreesboro, La Vergne, Smyrna, Middle Tennessee State University & the rest of Rutherford County 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.

RutherfordSource.com

rutherford
source

MEDIA KIT

rutherford source

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 STRATEGY

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.

1.8 Million page views in the past year

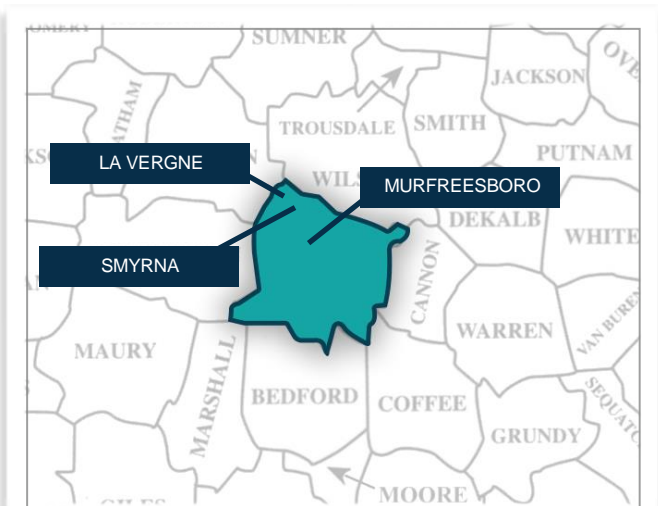


45000+
Facebook followers

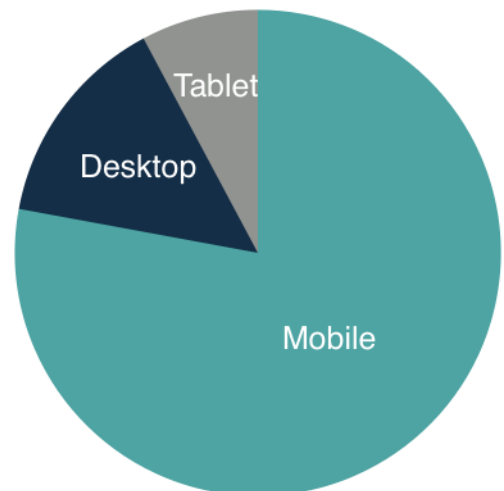
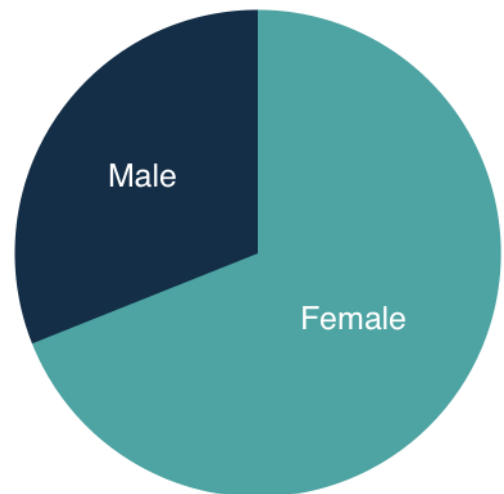
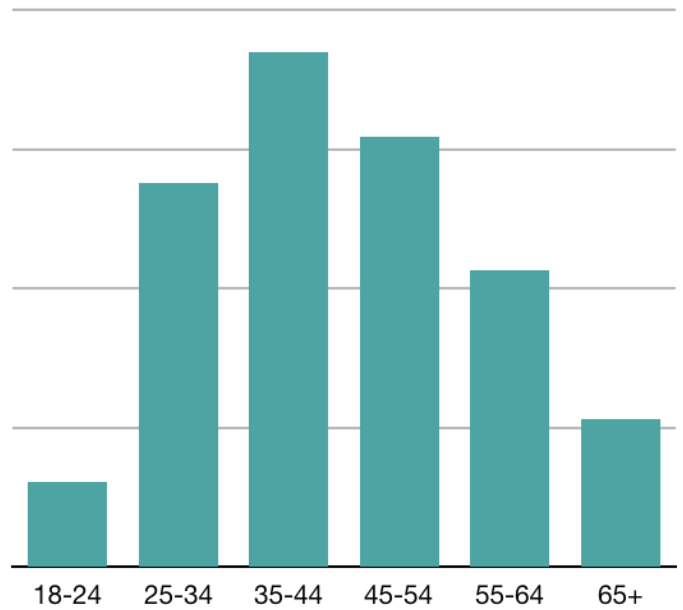


9000+
Twitter followers

*Includes other social accounts associated with Rutherford Source



Stats at a Glance



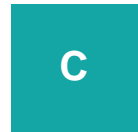
Advertising Sizes & Positions



LEADERBOARD 728X90
Run of Site Position



LEADERBOARD 1068X90
Run of Site Position



SKYSCRAPER 300X600
Run of Site Position



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 Rutherford Source website layout with several teal boxes overlaid to indicate advertising positions:

- Position A:** Located at the top right of the page, above the navigation menu.
- Position B:** Located below the main content area, above the 'CLICK TO SEE OUR SPECIAL REPORT' section.
- Position C:** Located on the right side of the page, adjacent to the 'TODAY'S WEATHER' and 'TRAFFIC UPDATES' sections.
- Position D:** Located on the left side of the page, adjacent to the 'NEWS' section.
- Position E:** Located on the right side of the page, below the 'TODAY'S WEATHER' section and above the 'REAL ESTATE' section.

The website content includes the Rutherford Source logo, navigation menu (HOME, NEWS, THINGS TO DO, LOCAL LIVING, SPORTS, SCHOOLS, BUSINESS, REAL ESTATE, OBITUARIES), and various news articles such as 'Oakland Patriots Football Named Finalist For National Sportsmanship Award', 'MTSU to begin final road trip at Southern Miss', and 'Smyrna Town Manager Announces Retirement at Council Meeting'.

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

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[Click here to Contact Us](#)

Visit Our Other Sites

Williamson Source
Titan Insider
WVA Insider
Yonki Insider
A to Z Sports
TN High School Football
Woodsboro
BIG Media

Three Ways to Connect to Your Audience



LOCAL EXPERT

Build Strong Brand Awareness Through a Unique, Results Oriented Combination of Content, Social Media & Advertising

- Guaranteed 30k Monthly Ad Impressions
- Monthly Social Shout Out
- Monthly Article About You
- Free Month of “Digital Basics”



SECTION SPONSOR

Build Strong Brand Awareness Through a Unique, Results Oriented Combination of Content, Social Media & Advertising

- Guaranteed 60k Monthly Ad Impressions
- 2 Monthly Social Shout Outs
- 2 Monthly Articles About You
- Free Month of “Digital Basics”
- Weekly Sponsored Post



PREMIUM SPONSOR

Build Strong Brand Awareness Through a Unique, Results Oriented Combination of Content, Social Media & Advertising

- Guaranteed 90k Monthly Ad Impressions
- 3 Monthly Social Shout Outs
- 1 Live Video Promotion
- 2 Monthly Articles About You
- Free Month of “Digital Basics”
- 2 Weekly Sponsored Posts
- Monthly Digital Media Coaching Session

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

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