



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

Stats at a Glance

CONNECTING BUSINESS & CONSUMERS

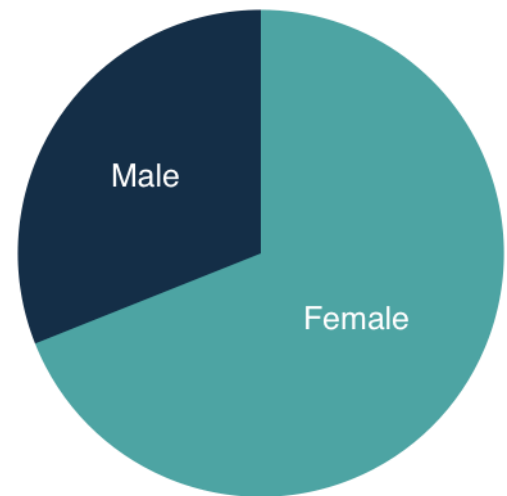
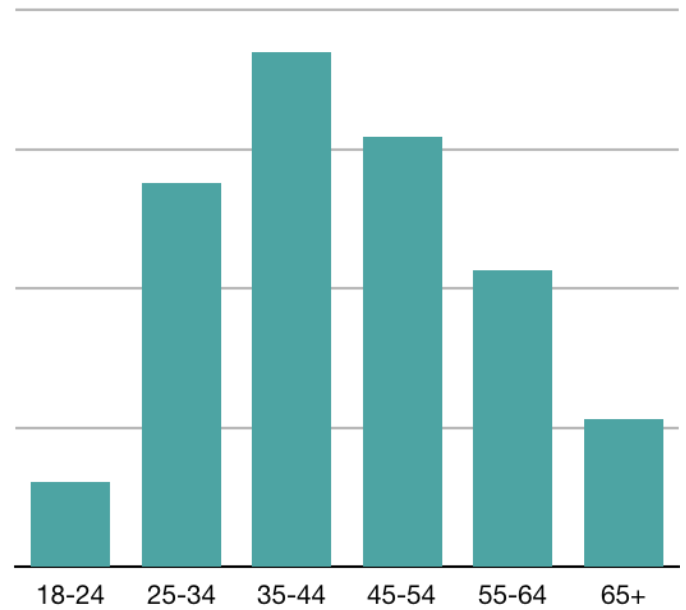
Our unique approach to connecting businesses with consumers in the digital environment adapts to proven, effective marketing strategies to mobile-first tactics designed to reach potential customers in the fast-changing ways they communicate.

A UNIQUE & POWERFUL MARKETING 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

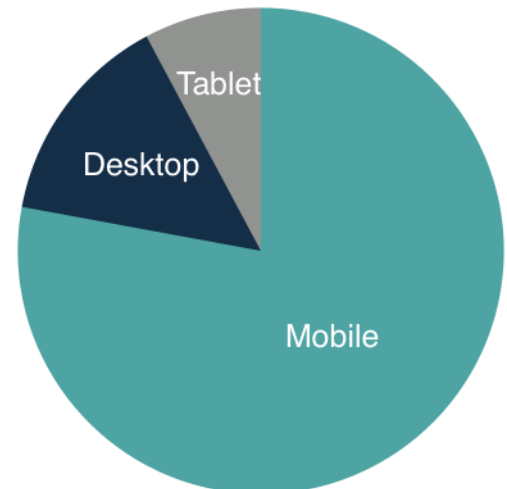
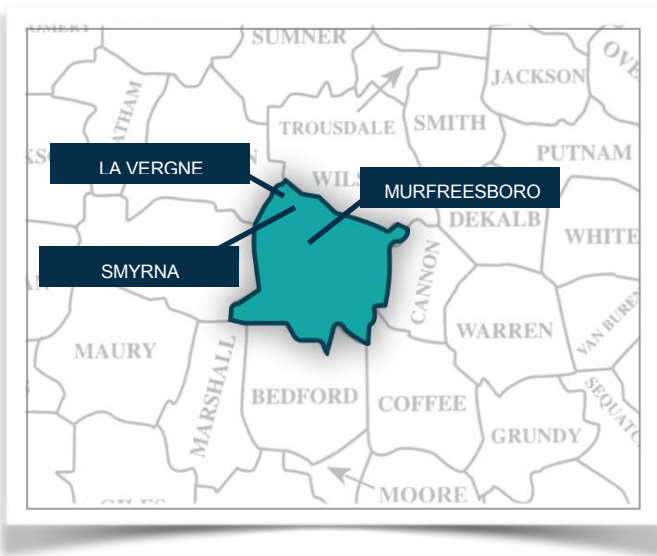


45000+
Facebook followers

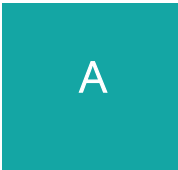


9000+
Twitter followers

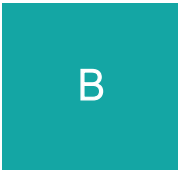
*Includes other social accounts associated with Rutherford Source



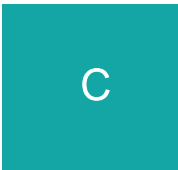
Advertising Sizes & Positions



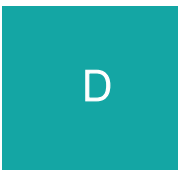
LEADERBOARD 728X90
Run of Site Position



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 ad positions highlighted by teal boxes and letters:

- Position A:** Located at the top right of the page, above the navigation menu.
- Position B:** Located below the main news carousel, above the 'CLICK TO SEE OUR SPECIAL REPORT' button.
- Position C:** Located on the right side of the page, between the 'TODAY'S WEATHER' and 'TRAFFIC UPDATES' sections.
- Position D:** Located on the far right side of the page, spanning multiple rows of content.

The website content includes a header with the Rutherford Source logo and navigation links (HOME, NEWS, THINGS TO DO, LOCAL LIVING, SPORTS, SCHOOLS, BUSINESS, REAL ESTATE, OBITUARIES). The main content area features a news carousel with 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'. Below the carousel are sections for 'NEWS', 'BUSINESS', and 'REAL ESTATE', each containing various articles and advertisements.

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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.

(615) 807-0805

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[Click here to Contact Us](#)

Visit Our Other Sites

Williamson Source
Titan Insider
WVA Insider
Yonky Insider
A to Z Sports
TN High School Football
Wazooz
BIG Media

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 RutherfordSOURCE.com & Added to Your Digital Footprint & Website	Monthly	2x/mo	Weekly
Social Posts Posts on RutherfordSOURCE.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 RutherfordSOURCE.com	30,000/mo	45,000/mo	60,000/mo
Newsletter Sponsorship Added Brand Exposure on RutherfordSOURCE.com Email Newsletter	Standard	Standard	Premium
Monthly Budget	\$630	\$1,260	\$1,890

Incremental Opportunities

Exclusive Section Sponsorship Added Brand Exposure on RutherfordSOURCE	\$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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