Nashville Post

NASHVILLEPOST.COM

@NashvillePost /NashvillePost @NashvillePostOfficial

2019 MEDIA KIT

JOIN US IN THE CONVERSATION

As the premier vehicle for business and political news in Middle Tennessee, Nashville Post will drive smart conversations in 2019 on trends that are paving the road for Nashville to grow further as a great city for business.
**NASHVILLE POST**

is the premier local news source for Middle Tennessee’s top-level leaders. We deliver breaking business, political and sports news online at nashvillepost.com and twice daily through our email alerts. Also, our quarterly magazines provide insights and perspectives relevant to the conversations high-level executives are having in the corner office.

### ONLINE

- **86%** of readers visit 3-5 times a week
- Average time on site: **2:09**
- Registered nashvillepost.com users: **5,500+**
- Monthly pageviews: **400,000+**

### PRINT

- Audience profile: *Business and civic leaders*
- Circulation for Nashville Post magazine: **41,000+ annually**

### READERSHIP

- **66%** MALE
- **34%** FEMALE
- **75%** ADULTS AGE 35-64
- **55%** INCOME $200K+

### TOP INDUSTRIES

- **Legal** .......................................................... **19%**
- **Banking/Finance** ........................................... **14%**
- **Real Estate** .................................................. **13%**
- **Health Care** ................................................ **10%**

### SPENDING POWER

- Purchase wine/liquor as gifts ................................ 71%
- Purchase restaurant gift certificates ..................... 66%
- Purchase flowers for gifts .................................. 69%
- Enjoy upscale dining weekly ................................ 61%
- Attend Nashville Predators games ......................... 63%
- Attend rock/pop concerts .................................. 60%

### POSITION

- Owner ........................................................... 20%
- Partner .......................................................... 19%
- President/CEO ................................................ 12%
- Executive VP/Senior VP ................................. 12%
- Other C-Level Executive ................................... 9%

### READERS INFLUENCE BUSINESS DECISIONS ABOUT

<table>
<thead>
<tr>
<th>HIRING A LAW FIRM</th>
<th><strong>38%</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSINESS BANKING</td>
<td><strong>38%</strong></td>
</tr>
<tr>
<td>OFFICE EQUIPMENT</td>
<td><strong>45%</strong></td>
</tr>
<tr>
<td>OFFICE SPACE</td>
<td><strong>45%</strong></td>
</tr>
<tr>
<td>HIRING A CONSULTANT</td>
<td><strong>48%</strong></td>
</tr>
</tbody>
</table>

Source: Reader Survey December 2017
Estimated attendance: 250
The technology sector in Nashville continues to grow and morph. We’ll explore what it takes to succeed and prosper in this rapidly changing landscape. Our event will bring together key movers and shakers to help you figure out where the industry is going.

Estimated attendance: 200
Technology is overhauling how and where health care is being delivered — and Middle Tennessee companies are at the center of many of the changes. We’ll gather numerous local innovators and other leaders to share their thinking. Join us for a glimpse into the sector’s future.

Estimated attendance: 250
Nashville’s growth continues apace and we’ll bring you to the people helping to make it happen. Join us for a keynote presentation and cocktail reception showcasing Nashville’s commercial and residential achievements.

PLATINUM SPONSORSHIP
- Planning and execution of event
- Industry exclusivity
- Logo inclusion on:
  - A minimum of two email invitations to mailing lists of 5,500+
  - All event collateral and signage
  - Full-page thank-you ad
- Opt-in lead list
- On-site signage during the event (provided by partner)
- Custom activation at event
- 10 event invitations
- Full-page in issue
- First right of refusal for the 2020 event
- Opportunity to address crowd

NET INVESTMENT: $7,500

GOLD SPONSORSHIP
- Planning and execution of event
- Industry exclusivity
- Logo inclusion on:
  - A minimum of two email invitations to mailing lists of 5,500+
  - All event collateral and signage
  - Full-page thank-you ad
- On-site signage during the event (provided by partner)
- 5 event invitations
- Half-page in issue

NET INVESTMENT: $5,000

SILVER SPONSORSHIP
- Planning and execution of event
- Industry exclusivity
- Logo inclusion on:
  - A minimum of two email invitations to mailing lists of 5,500+
  - All event collateral and signage
  - Full-page thank-you ad
- On-site signage during the event (provided by partner)
- Quarter-page in issue

NET INVESTMENT: $3,500

LIQUOR/WINE SPONSORSHIP
- Planning and execution of event
- Logo inclusion on:
  - A minimum of two email invitations to mailing lists of 5,500+
  - All event collateral and signage
  - Full-page thank-you ad
- On-site signage during the event (provided by partner)
- Opportunity to address crowd

NET INVESTMENT: $1,500

IN CHARGE | MARCH 6
Estimated attendance: 300
Join us for our annual cocktail reception honoring an elite group of business executives and community leaders who are shaping Middle Tennessee’s growth. Our CEO of the Year will also be unveiled and honored.

TECHIE | MAY 16
Estimated attendance: 250
The technology sector in Nashville continues to grow and morph. We’ll explore what it takes to succeed and prosper in this rapidly changing landscape. Our event will bring together key movers and shakers to help you figure out where the industry is going.

BOOM | SEPTEMBER 12
Estimated attendance: 250
Nashville’s growth continues apace and we’ll bring you to the people helping to make it happen. Join us for a keynote presentation and cocktail reception showcasing Nashville’s commercial and residential achievements.

VITALS | OCTOBER 24
Estimated attendance: 200
Technology is overhauling how and where health care is being delivered — and Middle Tennessee companies are at the center of many of the changes. We’ll gather numerous local innovators and other leaders to share their thinking. Join us for a glimpse into the sector’s future.
EXCLUSIVE PARTNER

PARTNERSHIPS INCLUDE A STRATEGIC MIX OF PRINT, ONLINE AND PLATINUM EVENT SPONSORSHIP.

PRINT
- Two full pages to be used per client wishes in current print issue
- Logo recognition on editor’s page in issue
- Industry exclusivity
- First right of refusal for 2020

ONLINE
- 300,000 online impressions at nashvillepost.com
- 10 e-news alert ad spots sent twice daily (total 20)

EVENT
- Industry exclusivity
- Logo inclusion on:
  - A minimum of two email invitations to mailing list of 5,500+
  - All event collateral and signage
  - Full-page sponsor thank-you ad in next issue
- Opt-in lead list
- On-site signage during the event (provided by partner)
- Custom activation at event/ability to address attendees
- 10 event invitations

PROMOTIONAL ELEMENTS
Company recognition or logo inclusion on all promotional materials prior to the publication going to market including online promos and editorial teases.

NET INVESTMENT: $15,000

CHOOSE YOUR ISSUE

All our quarterly issues will include sections focused on our core coverage areas of leadership, development, health care and technology. We will place extra emphasis on one of those topics as follows:

SPRING
Effective leaders always make a difference and we will feature plenty of them in our CEO of the Year spotlight and our annual In Charge list, which last year numbered 528 people.

SUMMER
Middle Tennessee’s technology sector is maturing and branching out. This issue will showcase success stories, new initiatives and what industry leaders are focused on next.

FALL
Nashville’s population and business community continue to swell apace. We’ll take stock of the region’s growth and how real estate leaders are guiding and improving new development.

WINTER
Health care remains an economic powerhouse in Middle Tennessee even as it wrestles with big changes. We’ll highlight smart thinkers and innovative operators of all shapes and sizes.
PRINT ADVERTISING

PRINT MEDIA RATES

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>2X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$4,600</td>
<td>$4,000</td>
<td>$3,300</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$3,100</td>
<td>$2,700</td>
<td>$2,200</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>$2,100</td>
<td>$1,800</td>
<td>$1,500</td>
</tr>
<tr>
<td>1-PAGE NATIVE COMPANY PROFILE</td>
<td>$5,000</td>
<td>$4,350</td>
<td>$3,600</td>
</tr>
<tr>
<td>2-PAGE NATIVE COMPANY PROFILE</td>
<td>$6,500</td>
<td>$5,550</td>
<td>$4,680</td>
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ISSUE CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>MATERIALS DUE</th>
<th>IN MARKET</th>
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<tbody>
<tr>
<td>SPRING</td>
<td>WED, FEB. 13</td>
<td>MON, FEB. 18</td>
<td>MARCH</td>
</tr>
<tr>
<td>SUMMER</td>
<td>WED, MAY 1</td>
<td>MON, MAY 6</td>
<td>MAY</td>
</tr>
<tr>
<td>FALL</td>
<td>WED, AUG. 14</td>
<td>MON, AUG. 19</td>
<td>SEPTEMBER</td>
</tr>
<tr>
<td>WINTER</td>
<td>WED, OCT. 30</td>
<td>MON, NOV. 4</td>
<td>NOVEMBER</td>
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SUBMISSION REQUIREMENTS

FORMAT
Digital files must be sent as one of the following: (1) a PDF is preferred (2) an InDesign CS5 file for Mac packaged with fonts (3) a high-resolution (at least 300dpi) TIFF file

COLOR
CMYK (no RGB or PANTONE)

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CMYK (no RGB or PANTONE)

LIVE AREA
Clearance of 1/2” from any trim (all text and images MUST be within the live area)

BLEED
1/8” on all sides. All ads run to the edge of the magazine and require bleed

SUBMISSIONS
Please email ad materials to your account executive

CONTACT
For other questions regarding the submission of ad materials, please contact design@fwpublishing.com
PRINT SPECIFICATIONS

1/4V PAGE
Bleed: 2.5625"w x 11.125"h
Trim: 2.3125"w x 10.875"h
Live Area: 1.3125"w x 9.875"h

1/2V PAGE
Bleed: 4.625"w x 11.125"h
Trim: 4.375"w x 10.875"h
Live Area: 3.375"w x 9.875"h

1/2H PAGE
Bleed: 9.25"w x 5.5625"h
Trim: 9"w x 5.3125"h
Live Area: 8"w x 4.3125"h

FULL PAGE
Bleed: 9.25"w x 11.125"h
Trim: 9"w x 10.875"h
Live Area: 8"w x 9.875"h

DOUBLE TRUCK
Bleed: 18.25"w x 11.125"h
Trim: 18"w x 10.875"h
Live Area: 17"w x 9.875"h

DESIGN NOTES
Because of the way your ad will bleed, we suggest not using a stroke or border. However, if you decide your ad needs to have a stroke or border, it MUST be within the designated live area. We also suggest that only your background color bleeds for all ad sizes other than a FULL or 2-PAGE SPREAD. We do not recommend having any photos, borders or text bleeding off the ad.
DIGITAL ADVERTISING

**ADVERTISE**
through our digital products and reach key decision makers in the workplace. Choose from banner ads on our website and in our email newsletters sent twice daily. Veteran reporters update online readers at nashvillepost.com throughout the day to provide visitors with dynamic and relevant news coverage.

**EMAIL NEWSLETTERS**
Reach high-level decision makers with Nashville Post email newsletters. Twice daily, Nashville Post provides Middle Tennessee business leaders with relevant and compelling news. On Mondays and Fridays, we also send sports email newsletters.

- **EMAIL NEWSLETTERS**
  - $275/DAY
- **SPORTS NEWSLETTERS**
  - $200/DAY

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<td>$18/CPM</td>
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<tr>
<td>CHANNEL SPONSORSHIP</td>
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<td>$1,250/MONTH</td>
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**CHANNEL SPONSORSHIP OPPORTUNITIES**
Fixed positions available for:
- Business, Politics, Sports, Events
- Development, Finance, Health care, Legal, People, Retail
Based on availability

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NASHVILLEPOST.COM
210 12TH AVENUE SOUTH | SUITE 100 | NASHVILLE, TN 37203 | 615-844-9252

3/26/19
EACH MONDAY AND FRIDAY AROUND NOON, the Post team — led by Senior Writer David Boclair — delivers to Post subscribers email alerts full of the latest news stories, analyses and talking points. David’s work covers Nashville’s professional and collegiate teams as well as favorite athletes ranging from prep standouts and baseball all-stars to golfers and champion MMA fighters.

David has been covering sports in Middle Tennessee since 1998 as a beat writer, columnist and/or blogger for multiple publications. He documented the dawn of Nashville’s professional sports scene as the Tennessee Titans/Nashville Predators beat writer for The Daily News Journal in Murfreesboro. In 2008, he joined The City Paper, where he covered the Predators, Vanderbilt and area colleges and later became a columnist. He helped launch Post Sports in the summer of 2013. He also can be heard every Thursday morning from 7 a.m. to 8 a.m. on The Wake Up Zone (104.5 FM).

SPORTS NEWSLETTER

5,500+
READERS, MONDAY & FRIDAY
Average open rate: 29%

INVESTMENT

EMAIL NEWSLETTER $200/DAY
SPORTS CHANNEL SPONSORSHIP $1,250/MONTH

NP SPORTS PACKAGE

Full ad sweep of NP Sports newsletters for Monday/Friday or Friday/Monday. Ownership of all 5 ad positions in both newsletters.

+ one month of Post Sports landing page sponsorship on NashvillePost.com. Based on availability.

TOTAL: $2,500

ADD ON

- Sponsorship of “It’s All Your Fault,” our weekly Nashville Predators podcast: $350/month
- $1,000 for full buyout of single newsletter
SUBMISSION REQUIREMENTS

**SUBMITTING**
Email files to your account executive. Please include company name, start date, and destination URL.

**DEADLINE**
If you're using our design services, please add five working days to the start date for production.

**CANCELLATION POLICY**
One week notice in writing. The client will be billed for the appropriate rate card CPM against actual number of impressions delivered.

**ONLINE BANNERS**
- Ads must be in RGB and 72 dpi
- Acceptable File Types: .jpg or .gif
- Max file size: 90k
- Animation cannot exceed 15 seconds
- Third-party servers are broadly accepted
- Banners with a white background require a 1-pixel border

**EMAIL BANNERS**
- Ads must be in RGB and 72 dpi
- Acceptable File Types: .jpg or .gif
- Max file size: 40k
- No animation (must be static, single-slide)
- Banners with a white background require a 1-pixel border

**WEBSITE AD DIMENSIONS**

**LEADERBOARD**
Desktop: 970 x 90 pixels
Tablet: 728 x 90 pixels
Mobile: 300 x 50 pixels

**MEDIUM RECTANGLE**
300 x 250 pixels

**LARGE RECTANGLE**
300 x 600 pixels

**SPONSOR**
300 x 50 pixels

**NEWSLETTER AD DIMENSIONS**

**LEADERBOARD**
600 x 100 pixels

**MEDIUM RECTANGLE**
300 x 250 pixels