

we love being  
with YOU!

nashvilleparent.com



#1

Voted #1 Regional  
Parenting Website  
in the Country!



Total Monthly Media Reach  
**100,000+!**



Celebrating **25+ YEARS**  
of Raising Families in Middle Tennessee

## DIGITAL/SOCIAL

<b>25,000</b>	monthly website visitors
<b>20,000</b>	monthly uniques
<b>720,000</b>	page views (yearly)
<b>70,000</b>	 Facebook followers
<b>5,900</b>	 Twitter followers
<b>25,000</b>	 Instagram weekly connections
<b>17,500</b>	weekly e-newsletter subscribers

## PRINT

<b>66,000</b>	monthly readers
<b>22,000</b>	copies
<b>900+</b>	Distribution Locations
<b>WINNER</b>	of CVC Gold Standard Award for Circulation & Pick-up
<b>WINNER</b>	of over 500 National Awards for Journalism Excellence

CONTENT PROVIDER FOR ALL THINGS DIGITAL

User-Intuitive Experience on Mobile, Tablet and Desktop

# WEB ADVERTISING

## 1. LEADERBOARD AD

Runs on all pages

Shows on tablet (sub pages)

\$1,500/mo

Mobile Leaderboard – shows on phones

320 x 50 pixels

*NOTE: To appear on all platforms, you must provide ads in both sizes.*

## 2. PREMIUM SIDEBAR AD

Runs in first content section

Shows on tablet

\$500/mo

## 3. TOWER

Runs on all pages

Shows on tablet

Shows on our award-winning calendar

\$500/mo

## 4. SIDEBAR AD

Runs below the fold

Shows on tablet

\$250/mo

## 5. FOOTER BUTTONS

Runs on all pages

Maximum views

High level of click-thrus

Lowered cost per 1,000

Bundled at discounted rate for print display advertisers

\$200/mo



# EXCLUSIVESUPER PREMIUM ADS

We have new options for eye-catching ads that increase your visibility on our site. Ads that include video, ads that include more links to your site or blog, and ads with the ability to showcase multiple images in galleries or “3D” special effects – these are just a few of the new formats we can offer (see details on these below).

**AND THERE ARE MANY MORE!** Ask your sales rep about these great new premium ad options.



## 1. THE BILLBOARD

This premium top-slide ad runs on all pages

Shows on mobile and tablet

Automatically expands open when page loads, then closes when the user scrolls down

All content below ad moves down to accommodate the ad

Runs for a maximum of one week

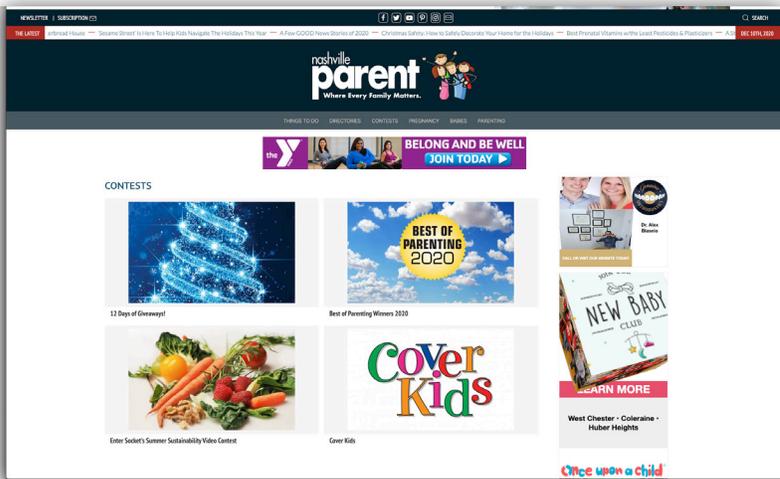
Maximum of 4 sold per month



## 2. STICKY NOTE

Text only on a sticky note in the upper right corner of the page.

\$100 per day



## 3. THE AMAZING CUBE

Appears in the sidebar position

Features 6 of your photos that rotate in a “3D” cube – an intriguing, eye-catching visual effect

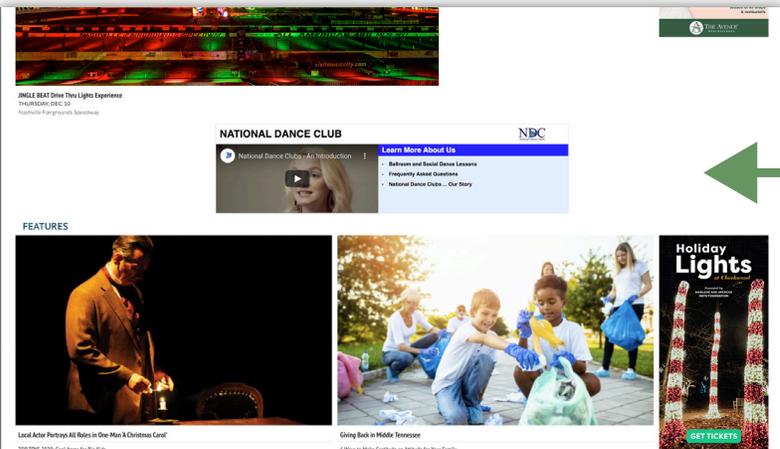
Brief text with each photo, or just one message

Each image can link to a URL, or use just one URL for the ad

Includes your logo and a call to action

Can also link to your social media via small icons on the ad

\$200 per week (2 week min.)



## 4. PREMIUM VIDEO ADS

Includes slider ads, tower video ad, video sidebar ad, sponsored content ads and more.

\$500 per month

\$1,000 per month

# E-MARKETING OPPORTUNITIES



## WEEKEND FAMILY FUN!



**77th Iroquois Steeplechase**  
May 12  
Nashville

It's the horse-centric social event of the season supporting a great cause! Wear your brightest wardrobe and make a splash. There are lots of free family activities, and kids love competing in the stick-horse race for a \$100 prize!

DAVIDSON COUNTY  
RUTHERFORD COUNTY  
SUMNER COUNTY  
WILLIAMSON COUNTY

610 X 77 PIXELS

## MOM'S DAY GIVEAWAY!



We're giving away 2 great prize packs just for you, Mom!

**DATE NIGHT** includes a Summer Getaway to Gaylord Opryland with 4 tickets to Cheekwood (\$920 total value).

**PAMPER YOURSELF** includes a "Full Day of Peace" package at A Moment's Peace Salon & Day Spa with a Full Hair Removal from LIFE at CoolSprings (\$1,315 total value).

Enter [HERE](#) by Thursday, May 31.

610 X 77 PIXELS

## TOP-SECRET RECIPE!



**STRAWBERRY & DASH**  
Yields 4 servings

Celebrate spring's favorite fruit this weekend! The 77th Annual Middle Tennessee Strawberry Festival in Portland is Saturday, and this delightful dish courtesy of

Holler & Dash Biscuit House is a fantastic way to enjoy those fresh berries!

### INGREDIENTS

4 cups Strawberries, Tops Removed & Quartered  
Juice of 4 lemons  
1/2 cup Sugar  
Creole Cream Cheese (see recipe below)  
2 cups Whipped Cream  
4 Fresh Baked Biscuits

### DIRECTIONS

Place strawberries into a mixing bowl. Add lemon juice and sugar. Allow to marinate for 30 minutes at room temperature. Split biscuits & spread creole cream cheese on each side of the biscuit. Top each side with marinated strawberries and whipped cream.

### CREOLE CREAM CHEESE

4 cups softened cream cheese  
1/2 cup buttermilk  
1-1/2 cups powdered sugar

### DIRECTIONS

Place softened cream cheese into a mixer, and whip on medium speed for 3 minutes. Turn mixer off, and scrape down bowl with a spatula. Add powdered sugar. Turn mixer on low speed to incorporate powdered sugar, then bring the mixer speed back to medium. Add buttermilk slowly to the mixer until full mixed. Whip an additional 2 minutes.

Do YOU have a yummy strawberry recipe with a twist that your kids are wild about? **SUBMIT YOUR RECIPE HERE** and receive a double entry in our awesome 2018 Mom's Day Giveaway!



650 X 330 PIXELS

## QUICK LINKS

[ALL EVENTS](#)  
[FREE EVENTS](#)  
[PREVIEW: BUBBLE GUPPIES LIVE!](#)

[101 THINGS TO DO W/ KIDS IN NASHVILLE](#)  
[COVER KIDS](#)  
[NASHVILLEPARENT.COM](#)



## #WINSday!

Our weekly Wednesday Facebook drawing lets you enter to WIN!

- We ask, "WHAT DAY IS IT?"
- You put in the answer.

The correct answer for Wednesday, May 16 is:

**ZZZoofari**  
**#WINSday!**

Your answer must appear exactly as it appears above (with nothing else)!

300 X 300 PIXELS

300 X 300 PIXELS

300 X 300 PIXELS

## E-NEWSLETTER BANNERS

	1X	2X	3X	4X
<b>1. PREMIUM BANNER</b>	\$250	\$200	\$175	\$150
<b>2. MIDDLE BANNER</b>	\$250	\$200	\$175	\$150
<b>3. BLOCK AD</b>	\$300	\$275	\$250	\$200
<b>4. BRANDED CONTENT</b>	\$350 One Week			
<b>TEXT ADS</b>	\$50	\$75	\$125	\$150

## EXCLUSIVE E-BLAST

Zoned by county/Zip **25¢** per subscriber  
Full Zone **45¢** per subscriber  
**15,000+** subscribers

## DIRECTORY LISTINGS

### DELUXE LISTING

Logo • (5) Photos • Website link • Contact info & map  
Email contact form • Front-end analytics • Description (100 words)

**3 Months** - cost per month: \$100  
**6 Months** - cost per month: \$75  
**12 Months** - cost per month: \$50

*Private School listings will also be included on the interactive Private School Map.*

### FEATURED LISTING

Logo • (10) Photos • Website link • Contact info & map  
Email contact form • Front end analytics • Description (300 words)  
Featured at top of category pages • (1) Video (YouTube or Vimeo)  
Facebook/twitter links • Special offer link

**3 Months** - cost per month: \$150  
**6 Months** - cost per month: \$125  
**12 Months** - cost per month: \$100

*Private School listings will also be included on the interactive Private School Map.*

## BRANDED CONTENT PACKAGE

Full page AD, special price  
Cover 6 (subject to availability)

### ONLINE content (Archived one year)

Multiple hyper-links  
Banner or tower ad in e-newsletter

### Social Media

Facebook Sponsored Post/Sponsored Content Post

# GO SOCIAL – WITH OUR FOLLOWERS

At *Nashville Parent* digital we offer multiple channels to get your message engaged and shared across our social platforms. *Nashville Parent's* daily analytics shows the most engaged following in the Middle Tennessee area, ranked as number one in the market more than any other local media.

We offer opportunities for our clients to reach moms and families and to target their message as part of a print and digital campaign.



**FACEBOOK SPONSORED POSTS:** Sponsored posts are placed into our news feed. You can offer any type of information that you feel will be of interest to our followers. For an additional fee we will boost your post.



**TWITTER SPONSORED POSTS:** Twitter is a great way to create a digital impression, particularly for events, special happenings and quick news for busy families.



**INSTAGRAM SPONSORED POSTS:** Instagram posts are more pictorial and entertaining, and usually focus on special sale items, events, happenings and experiences. After all, a picture is worth a thousand words.



**FACEBOOK LIVE:** This platform takes the native content (see below) and in a quick view, faster format tells a compelling or entertaining story. Fully produced with video shorts and pictures that engage with a fully laid out story, this social media channel demands more of a production than other native content created by our team of writers, graphic designers and digital strategists to socialize your message of importance (MOI).

*Costs are based upon the number of channels and frequency of digital campaigns purchased.*

## GO NATIVE

- “Generated Content” specially created to drive incoming links
- Appears as a home page post, categorized and treated like an editorial news post
- Delivery can also include our e-newsletter, social media and e-blast
- Can embed video into posts
- Can attach ads to posts

*Costs are based upon the work involved and channels selected to deliver this message.*

