

Who Reads the MURFREESBORO PULSE?

BoroPulse.com conducted a survey to better get to know the readers of the *Murfreesboro Pulse*. According to a sampling of 235 *Pulse* readers, **the average age is 39.2 years old**. Just as many Rutherford County residents in their 40s and 50s read the publication as those in their 20s and 30s. Some high school-age individuals read the *Pulse*; some septuagenarians read the *Pulse*.

It's a well-educated readership, with 87 percent claiming to have attended college; over half of all survey respondents have obtained a bachelors degree or higher. **43 percent of all *Pulse* readers have attended MTSU.**

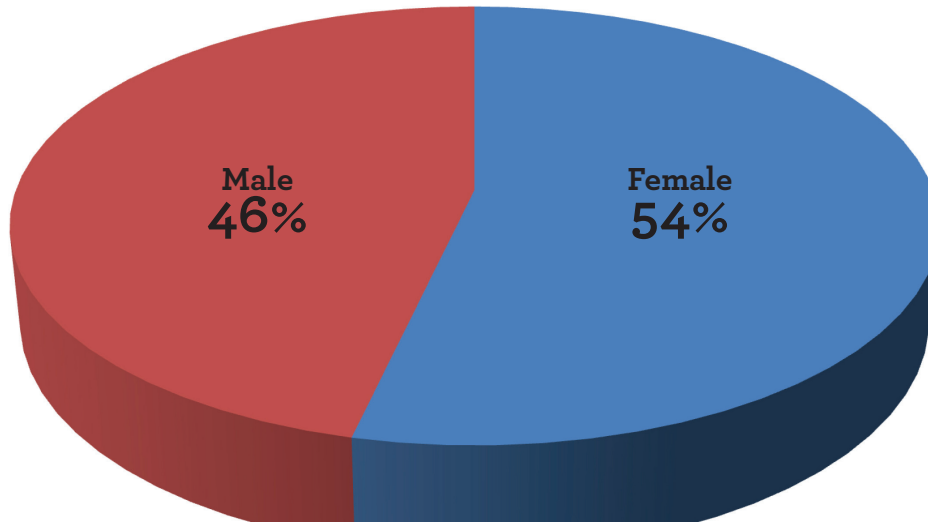
Just a few of the hobbies and interests of the re-

spondents include hot rods, crocheting, photography, weightlifting, disc golf, gardening, singing, reading, horseback riding, wine, bowling, music, barbecuing, Civil War reenacting, traveling, spelunking, dancing, yoga, walking dogs and skydiving. We love our readers! They live life to its fullest.

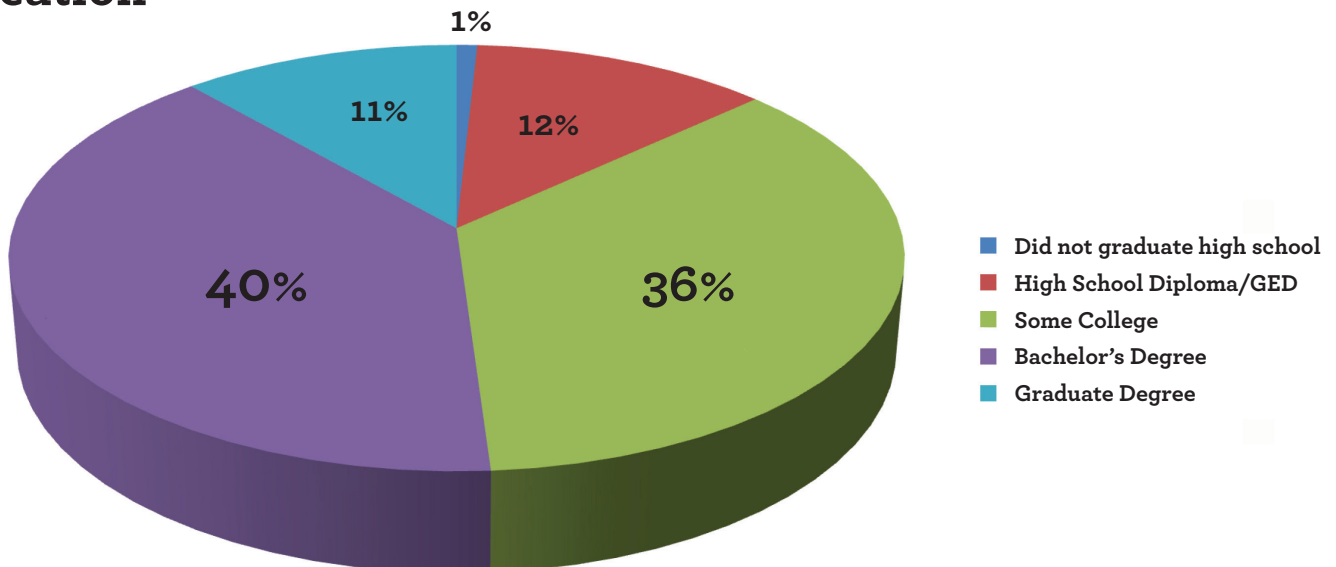
We realize it's hard to appeal to everyone, but we strive to make every edition diverse enough to contain something of interest to every individual in town.

The religion, politics and income of *Pulse* readers seems pretty consistent with Rutherford County as a whole. Check out some stats:

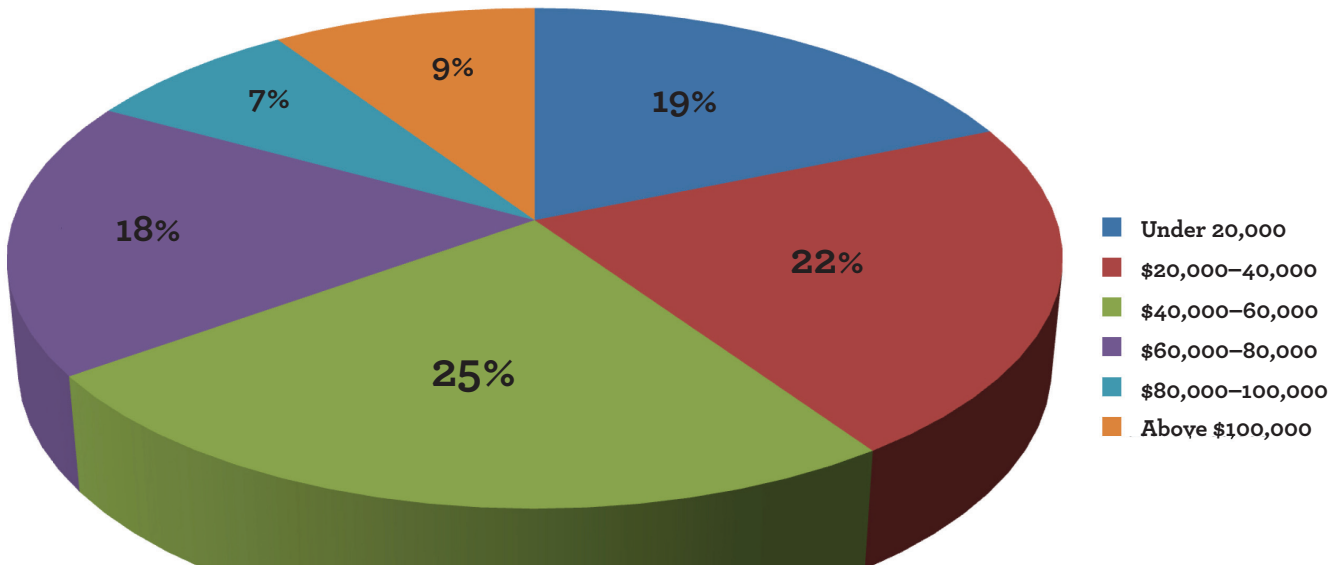
Gender



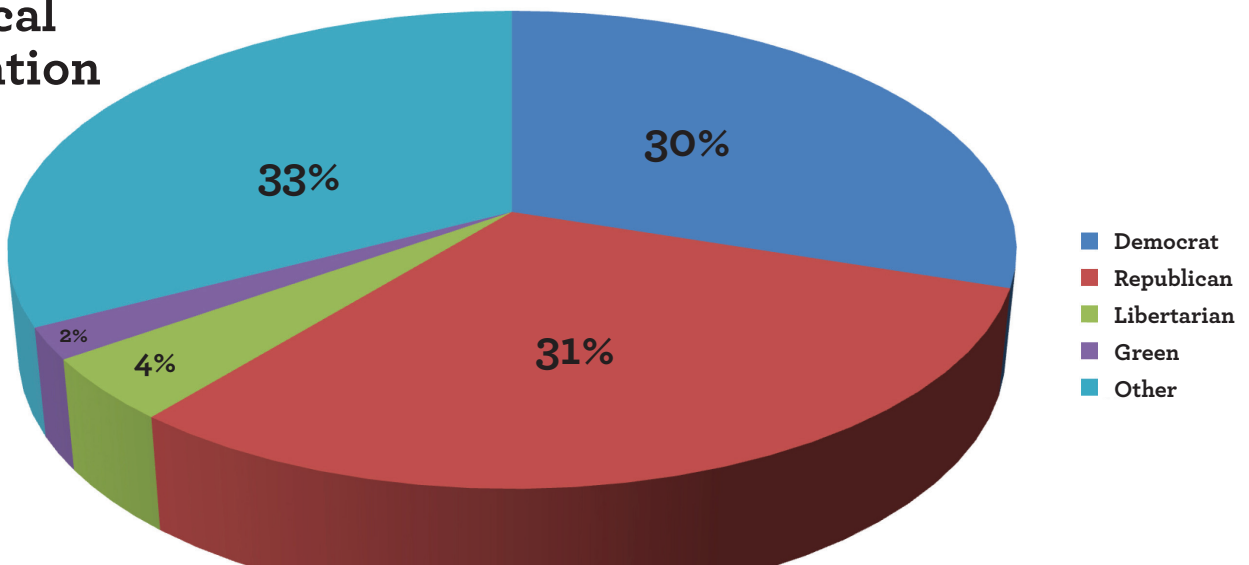
Education



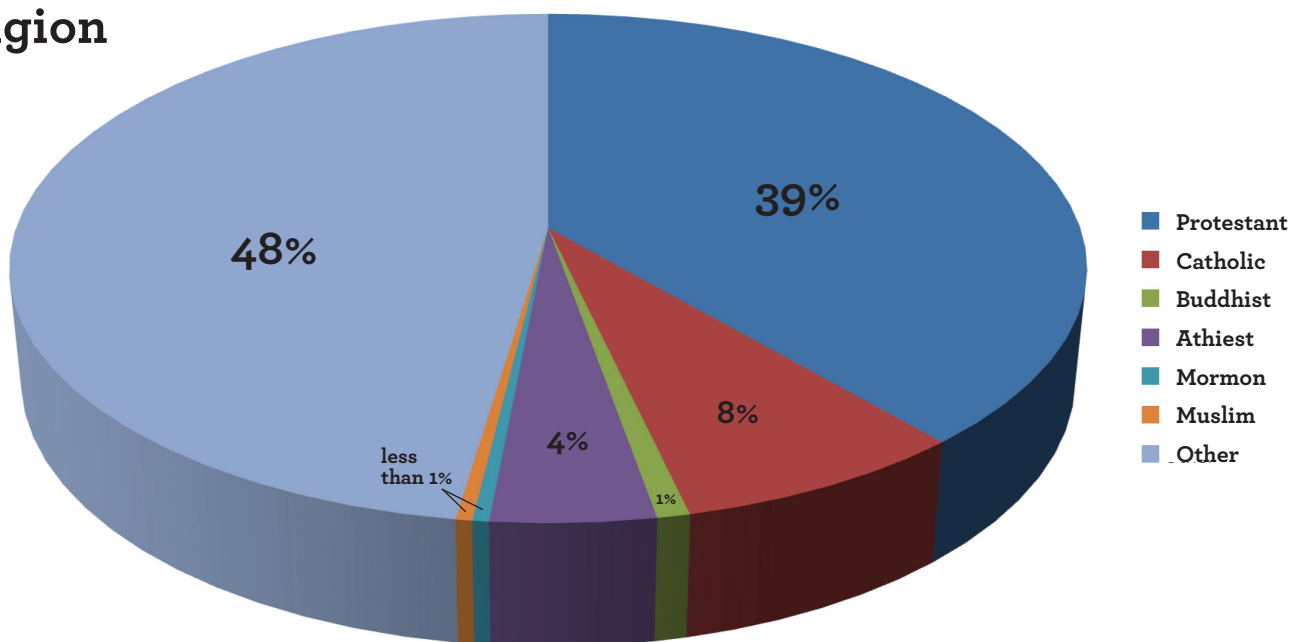
Income Level



Political Affiliation



Religion



WHAT MURFREESBORO SAYS ABOUT THE ...

“I used to pay hundreds of dollars a week passing out flyers advertising my business. The Pulse not only designs and prints your ad, but distributes it all over the town. It’s like having 10,000 flyers passed out. You can’t even print that many flyers for what it costs for The Pulse to display your ad.”

— Rob Fortney, Bluesboro

“We give the *Pulse* out to customers at the bar. It’s a great resource, especially to those new to town. I just hand them a copy and say ‘here’s everything that’s going on around town.’ ”

—Amanda Gentry, The Boro Bar & Grill

“I LOVE THIS PAPER; I READ EVERY ONE.” — MTSU student stopping a *Pulse* delivery agent on campus before he even had the chance to fill the racks with the latest edition.

“Thanks to you and thanks to the Murfreesboro Pulse for all you do for the Murfreesboro community.”

— Amanda Jemison, Reader and Pulse giveaway winner

“I have had several folks mention the ad [featuring the annual Polar Bear Golf Tournament] in the *Pulse*. We are going to have to turn people away.”

— Don Wright, Murfreesboro Noon Exchange Club

“IT’S SOME OF THE MOST EFFECTIVE ADVERTISING WE’VE EVER DONE,”

— Ronnie Ralston, On Target Shooting Range

“I look at the *Pulse* to tell me when I’m playing around town.”

— Joe Greene, local musician

“Thank you for your donation of the *Murfreesboro Music Sampler* CD to the Center for Popular Music. This is a valuable addition to the center’s collection and will prove useful to researchers now and in the future. We are archiving copies of your publication here. The center strives to foster research and scholarship in American popular music, and to promote an awareness of and appreciation for American’s diverse musical culture. Your gifts will help us further implement this mission.”

— Lucinda Cockrell, Assistant Director, The Center for Popular Music, MTSU

“As a born resident of Murfreesboro, I am proud to be a local musician with such a dedicated publication behind the local music scene. You’re the premiere source for local talent to be spotted, and your focus on area performance inspires me to work harder.”

— Jordan H. Baron, local musician

“Since we’ve started advertising in the *Pulse* our business has doubled. We attribute a lot of that to the *Pulse*.”

— Ron Cook, People for a Better Tomorrow

“That ad really helped fill the property up. Thanks . . . you have been a pleasure to work with.” — Renee Holligan, Northfield Lodge

“IT’S A VERY GOOD NEWSPAPER. A LOT OF THE CUSTOMERS ASK ABOUT IT IF IT ISN’T HERE.”

— MAGDI, OPAH GREEK GRILL

“I was considering different colleges after I graduated from high school. When researching MTSU I came across boropulse.com. All of the music stories on the website made Murfreesboro look interesting. I ultimately decided on MTSU.”

— Patrick Lee, Clean and Green Couriers

MURFREESBORO PULSE

Available at more than
700 locations throughout
Rutherford County including:

Memorial Blvd.

Clay Pit
Hasting's
Sir Pizza
SportsCom
China Star
Baskin-Robbins
Murfreesboro Athletic Club

Northfield Blvd.

Carmen's Taqueria
All Things Possible
Bunganut Pig
Five Senses

Broad Street

Coach's Grill
Hooter's
Bobo
Southeastern Tire
Bumpus Harley-Davidson
Buster's Burgers
Stone's River Grill
Demos' Steakhouse
Strike 'n' Spare
Longhorn Liquors
Camino Real

Downtown Murfreesboro

Liquid Smoke
Bluesboro
Enchanted Planet
Wall Street
Linebaugh Library
Aura Lounge

Church Street

Camino Real
Lemongrass
Miller's Grocery
Music World
Lanes, Trains & Automobiles
Indian Hills Golf Club
MT Bottle

Cason Lane/Old Fort Pkwy.

Gyro Tabouli
Nobody's Grill and Barbecue
Ahart's Pizza Garden
Phazer Craze

MTSU Area/Main Street

The Boro Bar and Grill
Davis Market
Far East
Beer Depot
Sir Pizza
Camino Real
MTSU Library
MTSU Mass Comm Building
MTSU BAS Building
Kleer-Vu Cafe
Out Front on Main

Chaffin Place/Thompson Ln.

Sleep Inn
Go USA Fun Park
Stones River Total Beverages
Marble Slab
JoZoara Coffee Shop
On Target
Barnes & Noble
Digital Planet

Old Fort Parkway/Stones River Mall Area

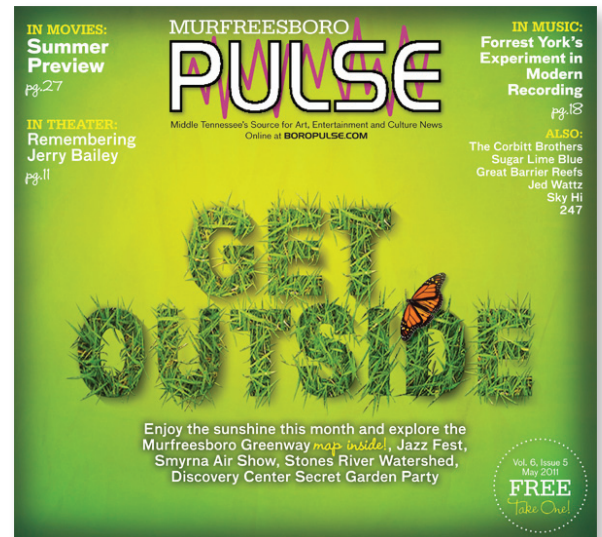
Coconut Bay Cafe
Mi Patria
Bar-B-Cutie
Doubletree Hotel/Fanatic's
Bellacino's

Rutherford Boulevard

Cedar Bucket
Fox's Pizza
Don Ramon
Mellow Mushroom
Mexiven
CNG Liquor
Media Rerun

Smyrna/LaVergne

Toot's
Espresso Joe's
O'Riley Karate
Yate's Tavern
Rocking Horse Cafe
Smyrna Public Library
Tire World
Charlie's Dart Country
Hatch's Insane Games



MURFREESBORO

PULSE *Tips for* Effective Advertising

- When advertising in any media: **Consistent Advertising = Familiarity = Trust = Customers.** People won't buy from you until they trust you.
- Don't waste your money starting a newspaper advertising program if you can't **give it time to work.** Make sure you have the budget to sustain a lengthy and effective print campaign before you begin.
- Expect to run your newspaper advertising for **two to three months** before you see a real increase in sales. It takes some time to build trust. **If you quit, you have to start all over again.**
- A smaller advertisement run repeatedly is more effective than a larger ad run less often. **Familiarity = Trust.**
- **Think visually!** Don't cram an entire page worth of advertising into a quarter-page ad. Make sure you have enough space to present your message effectively.
- Attention is everything. Don't be shy. You want the biggest ad that makes the most economic sense, and the most stunning presentation you can design. **Conservative, boring ads won't get noticed.**
- Let us help you with copywriting and design. The Pulse will gladly offer its input as to what we think is an effective ad. Plus, we design all ads free of charge.
- Though you must select your words carefully, more **readers will pay attention to the design and artwork** than the words.
- Make the benefits of purchasing your product obvious in the first few words.
- If you want to track response, **offer a great deal, not an average deal.** Remember, you're trying to get someone to put down The Pulse, get in their car and come to your store. Displaying your store's address and simply offering 10 percent off a purchase will most likely not motivate anyone.
- **Present a problem,** preferably one that applies to almost everyone, and then **offer a solution:** "Hungry? Try our \$1.99 burrito special" or "Paying too much for auto insurance? Give us a call."
- **Ask your customers** where they see your ads.
- It's our job to get people in your door. It's your business's job to sell them your products and **make them repeat customers.**

CHOOSING THE RIGHT AD SIZE FOR YOUR BUDGET

(Ads shown actual size)

A Special Touch BRIDAL BOUTIQUE

is relocating to a lovely more spacious site at
163 MALL CIRCLE DRIVE
(between Dillard's and Home Depot) 615.904.2242



- ❧ Bridal & Formal Wear
- ❧ Custom Designed Gowns
- ❧ Prom, Pageant Gowns & Tuxedos
- ❧ Shoes & Jewelry
- ❧ Alterations
- ❧ Wedding Planning & Coordinating

specialtouchdesignsllc.com

We want to thank you so very much for your faithful years of confidence and support! We would like to offer you and new guests as well a **10% OFF GIFT COUPON** to use towards your next purchase.

Must present this **PULSE** ad for discount. Coupon expires 9/15/2011

QUARTER PAGE
5" x 6"

COLOR:

\$275/month
or \$2,200/year

GRAY:

\$200/month
or \$1,600/year

Cornerstone
Scuba & Outdoors

Carrying most major SCUBA brands

- Private SCUBA birthday parties in our heated pool
- Diving Vacations
- Lessons

615-890-3948

Cornerstone
Cheesecakes & Gifts

Over 30 Flavors!

Cheesecakes baked fresh daily!

Visit cccakes.com for flavors and pricing

615-907-3450

Sugar Free Also Available

BOTH LOCATED AT:
211 Robert Rose Blvd.

6" x 2"
\$110/month
or
\$880/year

CHOOSING THE RIGHT AD SIZE CONTINUED . . .



MAC
MURFREESBORO ATHLETIC CLUB
 710 Memorial Blvd. • Murfreesboro
 (Located between Cici's Pizza and Hot Spot Tanning)
 615.396.0999
 www.athleticclubs.org

Get Fit Now!
BRING IN THIS AD
For A Complimentary
3-Day Pass
First-time members only. Must be 18 or older.

4" x 2"
 \$75/
 month
 or
 \$600/
 year

A Few Things to Consider:

- Make sure you allow enough space to present your message effectively. Don't cram too much content into a small space.
- For the best deal, ask us about advertising for both print and web.
- Need a larger ad than what's shown here? We also offer:

FULL PAGE
 10.25 (w) x 11.5" (h)

HALF PAGE
 10.25 x 5.625"



The Rage Studio

Cindy Russell
 Follicle Engineer

1011-B NW Broad St.
 Suite 15, Murfreesboro
 615.631.8062

Cut, color and styled by Cindy Russell
 Awarded Bliss Magazine's 2001 "Makeover of the Year"



BEFORE



AFTER

Read client reviews at insiderpages.com

4" x 4"
 \$140/
 month
 or
 \$1,120/
 year



**COMPUTER NOT STARTING? MONITOR BLANK?
 NEED TO RECOVER YOUR DATA? WE'RE HERE TO HELP!**

AZZO
 COMPUTERS

Repair
Custom Builds
Virus Protection and Removal
Networking
Backup
Upgrades
Computer Recycling

"BEST SERVICE IN THE 'BORO"
 VISIT US AT: 760 N. Thompson Lane
 PHONE: (615) 849-2900
 E-MAIL: hong@azzo.com
 HOURS: Mon.-Fri. 10 a.m.-6 p.m. Sat. 12-3 p.m.

AZZO.COM

EIGHTH PAGE
5 x 3"

COLOR:
 \$175/month
 or
 \$1,375/year

GRAY:
 \$150/month
 or
 \$1,200/year

AD SIZES:	3 MONTHS	6 MONTHS	12 MONTHS
FULL COLOR			
1/8 Page	\$525	\$875 (pd. in full) or \$160/month	\$1,375 (pd. in full) or \$140/month
1/4 Page	\$825	\$1,375 or \$250/month	\$2,200 or \$220/month
1/2 Page	\$1,275	\$2,125 or \$385/month	\$3,400 or \$340/month
Full Page	\$2,175	\$3,625 or \$675/month	\$5,800 or \$600/month
Full Back Page	\$2,550	\$4,250 or \$775/month	\$6,800 or \$680/month
Cover Strip (10" x 2")	\$2,325	\$3,875 or \$710/month	\$6,200 or \$620/month
BLACK & WHITE			
2 columns x 2", 1x4"	\$225	\$375 (pd. in full) or \$65/month	\$600 (pd. in full) or \$60/month
2x3, 3x2, 1x6"	\$330	\$550 or \$100/month	\$880 or \$90/month
2x4, 4x2"	\$420	\$700 or \$125/month	\$1,120 or \$110/month
3x4, 4x3, 2x6, 1x12"	\$495	\$825 or \$150/month	\$1,320 or \$130/month
1/8 Page (2.5"x5.625")	\$450	\$750 or \$135/month	\$1,200 or \$120/month
1/4 Page (5"x5.625")	\$600	\$1,000 or \$180/month	\$1,600 or \$160/month
1/2 Page (10.25"x5.625")	\$975	\$1,625 or \$300/month	\$2,600 or \$260/month
Full Page (10.25"x11.5")	\$1,500	\$2,500 or \$455/month	\$4,000 or \$400/month
BOROPULSE.COM			
728 x 90 pixels	\$750	\$1,250 or \$225/month	\$2,000 or \$200/month
600 x 250	\$450	\$750 or \$135/month	\$1,200 or \$120/month
125 x 125	\$255	\$425 or \$75/month	\$680 or \$65/month
170 x 85	\$195	\$325 or \$60/month	\$520 or \$50/month
E-MAIL BLAST			
	<i>SINGLE BLAST</i>	<i>12 Weeks</i>	
Top Banner	\$75	\$675	
Side Button	\$25	\$225	
INSERTS			
\$50/1,000 (2,000-5,000 copies)	\$40/1,000 (6,000-8,000 copies)	\$35/1,000 (9,000+ copies)	

Entertainment

ART



Culture

Ad deadline is 4 p.m. the final Thursday of the month for the following month's edition. Design services are included in listed prices, with a complimentary redesign every six months. The customer will have the chance to proof advertisements prior to publication, and the PULSE will make all adjustments. A minimum \$25 redesign fee will be billed for any subsequent changes or redesign work. Payment must be made before ads are printed.