



Middle Tennessee's Source for Art, Entertainment and Culture News

2025-2026

ADVERTISING INFORMATION

Loyal Audience
+ Incredible Value

= A Sensible Piece
of Your Local Marketing Strategy





DEAR BUSINESS OWNER OR ADVERTISING DECISION MAKER,

Since 2006 the *Murfreesboro Pulse* has built a loyal audience in the Rutherford County area. Please consider using this monthly publication, as well as the *Pulse's* online resources, to connect with new customers and to remind your existing ones that you are there.

The *Pulse* can help businesses reach more consumers with their message, increase their visibility and ultimately gain more customers and increase sales. We'll make you famous (in Murfreesboro).

Placing an ad in the *Murfreesboro Pulse* gets your business recognition and impressions all through the month. Advertise with the *Pulse*, get in front of Murfreesboro consumers.

The *Pulse* truly values and respects its advertisers and strives to be affordable, valuable and easy to work with. Go ahead, please compare our rates to other publications and advertising methods. Affordable, right? Any small business can swing an ad in the *Pulse*.

Don't have an ad designed? No problem! Design costs are built into our advertising rates.

You deserve interaction with a real human. There is no automated phone system, or faceless corporate hierarchy at the *Murfreesboro Pulse*. This independent, local organization is owned and operated by a hard working team in Middle Tennessee.

Founded in early 2006 by MTSU Mass Communication graduates, the *Pulse* remains Middle Tennessee's source for art, entertainment and culture news, and Murfreesboro's most interesting publication, containing information on dining, events, music, business, art and more in the spirit of community, thoughtfulness, positivity and fun.

The *Pulse* is distributed to restaurants, fitness centers, libraries, stores, bars and other locations throughout Rutherford County, free for the reader. In order to make this quality product available at no cost to the reader, the *Pulse* depends upon financial support from businesses like yours.

Many Murfreesboro businesses proudly display their logo and message in the *Murfreesboro Pulse*. Will you join the *Pulse* and its fine roster of sponsors?

Peace,

Bracken Mayo / Publisher

bracken@boropulse.com

AVAILABLE AT MORE THAN 400 LOCATIONS THROUGHOUT RUTHERFORD COUNTY INCLUDING:

BROAD STREET

Buster's Burgers
Champy's Chicken
Chuy's
Demos' Steakhouse
Discovery Center
Premiere 6 Theater
Sylvan Park Grill
Toot's

DOWNTOWN

Puckett's Grocery
Domenico's Italian Deli
Concert Musical Supply
Whiskey Dix (outdoors)
Jr.'s Foodland
Joanie's
Linebaugh Public Library
Marina's
City Cafe

MEDICAL CENTER PKWY.

St. Thomas Hospital
Blue Coast Burrito
Jonathan's Grille
Boom Bozz
Just Love Coffee
Thor's Furniture

MEMORIAL BLVD.

Avalon Athletic Club
Camino Real
Donut Country
Primrose Table
Sir Pizza
Sports*Com

NORTHFIELD BLVD.

Five Senses Restaurant
Carmen's Taqueria
Joe and Dough
Station Grill

OLD FORT PARKWAY

Steak 'n Shake
Farmer's Restaurant
Gyro Tabouli
Wasabi
Donatos
Koji
So-Cali Taco Shop

THOMPSON LANE

Stones River Total
Beverages
Go USA Fun Park
Marble Slab
Metro Diner
Sal's Pizza
Main Squeeze

CASON LANE

Dairy Queen
AMC Classic Theater
Greek Cafe
SaBaiDee
Catfeine Cat Cafe

SALEM HWY.

Casa Adobe Express
Marco's Pizza
La Loma
Luca's Pizzeria
iFix Wireless

CHURCH STREET

La Siesta
Parthenon Grille
Rick's BBQ
Camino Real
Lemongrass
Miller's Grocery
Sunshine Nutrition
Waffle House
Fin Fusion
Toot's

MTSU/MAIN STREET

Slick Pig
Sir Pizza
The Boulevard
Century 21
Far East
Fish House & More
The Boro Bar & Grill
MTSU Library
MTSU Mass Comm
MTSU Cope Building
MTSU Student Union
Building

RUTHERFORD BLVD.

Kitchen Way
Nacho's Mexican
Restaurant
CNG Wine and Spirits
Dairy Queen
Garden Greek Grill
China Panda

SMYRNA

Town Center
Blue Coast Burrito
Camino Real
Marco's Pizza
Janarty's Homemade
Ice Cream
Karin's Kustard
Motlow College
Smyrna Library
YMCA

WHAT PEOPLE SAY

"You guys always do a great job of **shining a spotlight on the best in the 'Boro**. It's difficult to pick up a copy and not feel proud to be a part of this community!" – LEE RAMSEY

"I enjoy the Pulse a lot . . . love the way you exhort us all to get on with living life. Keep it up!"

— Ross Lester, Everybody Drum Some

"The ad is working. We have customers who come in and ask about the products that are featured in the ad. The *Pulse* is Murfreesboro's number one for bringing the community together."

— THOR RANKIN

Thor's Tennessee Furniture & Lionel Trains

"I LOVE THIS PAPER; I READ EVERY ONE."

— MTSU student stopping a Pulse delivery agent on campus.

"Thanks to you and thanks to the *Murfreesboro Pulse* for all you do for the Murfreesboro community."

— Amanda Jemison
Reader and *Pulse*
giveaway winner

We get multiple calls throughout the year saying they found us in your paper!

— Matt Pitts, Owner/Operator
P's & Q's Pickup

We are very grateful for what you guys do; it is a great source for entertainment news!

— Jon Boyce, Music Tree Entertainment

"We have gotten jobs from the ad in the *Murfreesboro Pulse*. If you want to know what's going on in Rutherford County, your paper is the one."

— DON ROBERTSON, OWNER
TRI-STAR PROPERTY SERVICES

"We had multiple people say they saw the sale in the *Pulse*. Your marketing definitely paid off."

— JEREMY MYERS, White Monkey Estate Sales

"Your family plays a part in the wellness of our community; we pray that your God-given influence continues."

— JIM TRASPORT

"I like the whole shebang over all, but your music is why I started reading and still do. **Keep doin' whatcha doing!**"

— Ryan Frizzell

"It's a very good newspaper. A lot of the customers ask about it if it isn't here."

— Magdi, Opah Greek Grill

"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

"The Bushido School of Karate has been advertising in the *Murfreesboro Pulse* for five years. I find it a great way to connect with the younger adult crowd in Murfreesboro! This demographic is perfect for our cardio kickboxing classes as well as parents of young kids interested in karate. Bracken and the staff at Murfreesboro Pulse are easy to work with and the communication is great. We plan to continue our affiliation with the *Pulse* for years to come!"

— BILL TAYLOR, Owner / Bushido School of Karate

"WE READ THE PULSE! WE SUPPORT THE PULSE! WE SEE HOW MUCH OF AN INFLUENTIAL TOOL THE PULSE CAN BE."

— Jack Ryan Denny, *Pulse* reader and local musician

"I love the *Pulse*. It is one of the few truly independent publications in Middle Tennessee. The articles are engaging and always have a unique perspective. I get all my best new restaurant suggestions from the *Pulse*."
— DEAN HEASLEY, NASHVILLE MARKETING SYSTEMS

"Y'all always have such a great product for the community, and you deserve plenty of praise! Thanks for all you do for MTSU!"

— GINA E. FANN
News Content Manager
MTSU Office of News and Media Relations

"THE PULSE IS STILL MY FAVORITE OUTLET IN MIDDLE TENNESSEE FOR NEWS!"

— MARY ANN KAYLOR GRIFFITHS, Average Joes Entertainment / Kaylor Girls

"I admire your hard work and commitment in building the *Pulse* from scratch into the engaging publication it is today."

— Ken Paulson, Dean of MTSU's College of Media and Entertainment and former *USA Today* editor-in-chief

"I've learned a lot of places in Murfreesboro exist that I didn't know about [through *The Pulse*] despite my family living here for most of my life. It was a wonderful experience!"

— BRYSON HAMILTON
PULSE INTERN

"I follow your magazine religiously for monthly events and restaurant reviews. Keep up the good work!"

— Heather Winchester, *Pulse* reader

"I love that calendar that you publish every month. I use it often!"

— Kelly Lee Culbreth, Murfreesboro salon owner

"The ad pays for itself!"

It can take time for print advertising to work—my ad ran for a year before I started to see results, but over time the ad in the *Pulse* has brought me six [real estate] deals. I know people read the *Pulse*. I read the *Pulse*. It's all about what's going on in the community."

— KELLY GAFFORD
Reliant Realty / Platinum Partners

"THANK YOU VERY MUCH FOR YOUR CONTINUED SUPPORT OF LOCAL ARTS!"

— MATT LUND, LOCAL MUSICIAN

"I grew up here, I have lived in Murfreesboro my whole life, and I learn something new about Murfreesboro in every *Pulse*."

— Ken Leonard Jr.,
Murfreesboro resident and businessman

"I love the *Pulse*! It is well written and very informative! A great source of information for our great community! Thank you!" — David Read, *Pulse* Reader

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

"I have been a frequent visitor of the website, and I always make a point to go to places in the 'Boro that have physical copies of the *Pulse*." — EVERETT SLIT

"I love having a presence in our local Murfreesboro *Pulse* magazine. I feel more connected to those who enjoy the culture, vibe and activities available in our area. We have that small-town feel but can provide big-town opportunities and the *Pulse* is the "go to" publication to let folks know what's going on!"

— JENNIFER DURAND, Owner
The Nurture Nook Day Spa & Gift Shoppe

"Get one of those free papers called *Murfreesboro Pulse*. It shows tons of events and live music."

— ANDREA JESSIE DEVERS, replying to another Murfreesboro resident wanting to know what is coming up in town

WHO READS?

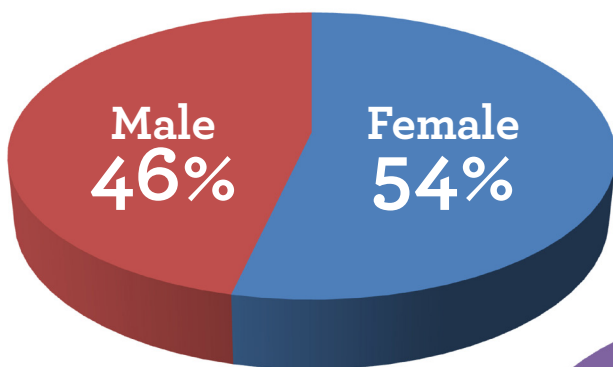
BOROPULSE.COM conducted a survey to better get to know the readers of the *Murfreesboro Pulse*. According to a sampling of 235 *Pulse* readers, **the average age is 39.2 years old**. Just as many Rutherford County residents in their 40s and 50s read the publication as those in their 20s and 30s. Some 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% of all *Pulse* readers have attended MTSU.**

Just a few of the hobbies and interests of the respondents 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.

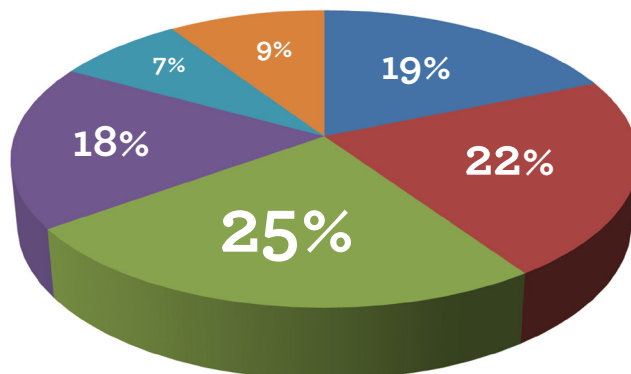
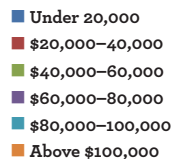
We realize it's hard to appeal to everyone, but we strive to make every edition diverse enough to contain something of interest to every individual in town. The religion, politics and income of *Pulse* readers seems pretty consistent with Rutherford County as a whole.

CHECK OUT SOME STATS:

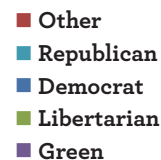


GENDER

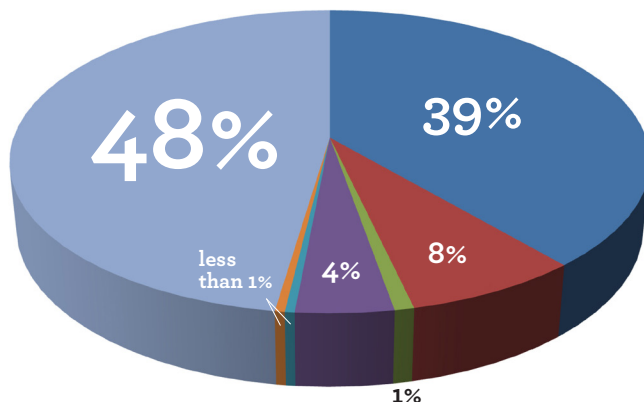
INCOME LEVEL



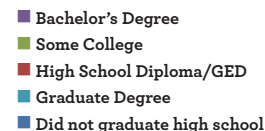
POLITICAL AFFILIATION



RELIGION



EDUCATION



FACEBOOK

Male 30% Female 70%

Total # of Followers: 24K+

TIPS FOR EFFECTIVE ADVERTISING



- 1 When advertising in any media: **Be consistent.** Advertising = Familiarity = Trust = Customers. People won't buy from you until they trust you.
- 2 Don't waste your money starting a newspaper advertising program if you can't **give it time to work.**
- 3 Make sure you have the **budget** to sustain a lengthy and effective print campaign before you begin.
- 4 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 over again.
- 5 A smaller ad run repeatedly is more effective than a larger ad run less often. **Familiarity = Trust.**
- 6 **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.
- 7 **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.
- 8 **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.
- 9 **More readers will pay attention** to the design and artwork than the words. It's true that a picture is worth a thousand words. Let us assist you in selecting your words carefully.
- 10 Make the benefits of purchasing your product **obvious** in the first few words.
- 11 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.
- 12 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."
- 13 **Ask your customers** where they see your ads.
- 14 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.**

Sources: Professional Advertising, businesstown.com

THE RIGHT AD SIZE FOR YOUR BUDGET



primrose
TABLE
Contemporary American Dining

Visit primrosetable.com or find us on Facebook to make your reservation today
1650 Memorial Blvd., Murfreesboro • 615.900.5790

EIGHTH PAGE

**4.875 IN X
2.625 IN**

COLOR
\$175/month
— or —
\$1,190/year

GRAY
\$130/month
— or —
\$900/year

QUARTER PAGE

**4.875 IN X
5.375 IN**

COLOR
\$275/month
— or —
\$1,975/year

GRAY
\$200/month
— or —
\$1,375/year



**MURFREESBORO
TENNESSEE**

HANK'S
HONKY TONK

**HONKY TONK
2341 MEMORIAL BLVD**

**TOP REGIONAL PERFORMERS & NATIONAL
LEVEL TALENT PLAYING ACROSS AMERICA
& NASHVILLE ON A REGULAR BASIS**

COUNTRY MUSIC VENUE FEATURING

★ 7 LIVE SHOWS ★
nights a week

OPEN 7 DAYS A WEEK FROM 12PM

HAPPY HOUR DAILY, 2-6 P.M.

**FULL FOOD MENU | 2341 MEMORIAL BLVD
HANKSHONKYTONK.COM | NO COVER**

For the complete list of ad sizes and rates, see final page

CARD
4 x
1.8625"

COLOR
\$100/
month
— or —
\$700/
year

**ALMOST
SQUARE**

4 x 3.65"

COLOR
\$185/
month
— or —
\$1,265/
year

GRAY
\$140/
month
— or —
\$950/
year

HOME BREWING & WINE MAKING EQUIPMENT

Kits, juice, equipment, bottles, corks, barrels and everything you need to make beer and wine at home

NOW OPEN!

+ FULL LINE OF BLANCO CIGARS

PROHIBITION
Home Brewing & Premium Cigars

6790 John Bragg Hwy., Murfreesboro (at Hop Springs) >>> 615-455-9796
prohibitionhomebrewing.com

A FEW THINGS TO CONSIDER:

ALLOW ENOUGH SPACE to present your entire message. Don't cram too much content into a small space.

FOR THE BEST DEAL, ask about advertising for both print and web.

NEED MORE SPACE than what's shown here? We also offer:

HALF PAGE
10" x 5.375"
\$425/month
— or —
\$2,975/year

FULL PAGE
10" (w) x 11" (h)
\$675/month
— or —
\$4,475/year

Your full-line health food store.

BULK HERBS ~ VITAMINS ~ TEAS ~ FOOD
PERSONAL CARE ~ BULK ITEMS ~ VEGAN FOODS
GLUTEN-FREE FOODS ~ LOCAL HONEY

SUNSHINE NUTRITION CENTER

621 S. Church St. Murfreesboro 615-896-2972
Mon.-Fri. 8:30 a.m. to 6 p.m.
Tues. 8:30 a.m. to 6:30 p.m.
Sat. 8:30 a.m. to 5 p.m.

901 Rock Springs Rd. #170, Smyrna 615-355-6890
Mon.-Fri. 9:30 a.m. to 6:30 p.m.
Sat. 9:30 a.m. to 5:30 p.m.

Like Us: Facebook.com/SunshineNutrition

SIGN UP FOR OUR REWARDS PROGRAM IN STORE OR VIA TEXT: TEXT SUNSHINE TO 63566

IN ADDITION TO designing attractive, professional print ads, the *Pulse* designs a variety of other customized pieces for clients

BANNERS / FLYERS / LOGOS / POSTERS / MENUS
CALENDARS / INVITATIONS / BUSINESS CARDS
EMAIL BLASTS / WEB ADS & BANNERS / PHOTOS

We will deliver the finished printed items to you, or send you a digital file for print at the location of your choice.

Gyro Tabouli

2706 Old Fort Pkwy., Suite B • (615) 895-1276
DINE-IN, TAKE-OUT, DELIVERY —and— CATERING

2016

JANUARY
S M T W T F S
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

FEBRUARY
S M T W T F S
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

MARCH
S M T W T F S
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

APRIL
S M T W T F S
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

MAY
S M T W T F S
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

JUNE
S M T W T F S
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

JULY
S M T W T F S
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

AUGUST
S M T W T F S
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

For a quote or more information, email Bracken@BoroPulse.com

ADVERTORIALS

WANT TO SEE A STORY ABOUT YOUR BUSINESS?

Purchase ad space in the *Pulse* and we will work with you on the conceptualization, writing, photography and graphic design of a unique article.

FOR \$875 GET:

- ▶ A one-time, full-page feature advertorial printed in the Murfreesboro Pulse
- ▶ Native page including the article hosted on boropulse.com
- ▶ Article inclusion in the Pulse's Weekly Email Newsletter

Also available in 1/2 page (\$525) or double truck (2 full facing pages, \$1,275) options



Kevin Guenther and Eric Parl

RaganSmith

Shaping Murfreesboro and Beyond, With Visionary Design and Engineering

RaganSmith, a Tennessee-based design and engineering powerhouse, has been a large part of shaping the landscape of Murfreesboro and other areas throughout Tennessee with a wide variety of community-defining projects in its portfolio. From the transformation of the Town Creek area currently underway to the firm's work along Medical Center Parkway, RaganSmith combines technical expertise and a community-driven approach to deliver innovative design solutions. The firm, which employs 180 professionals across offices in Nashville, Chattanooga, Murfreesboro and Franklin, prides itself on providing a full spectrum of services. "We take land from concept to completion," says Colin Johnson, vice president with RaganSmith and head of the firm's Chattanooga office. "We provide consulting services for every step of that process." Company offerings include help with land plan-

ning, design, civil engineering, surveying, environmental services, roadway projects, landscape architectural design and other needs, and the RaganSmith team ensures every detail is handled with care and creativity. Whether it's parceling off a family farm or laying the groundwork for a new NFL stadium, the firm brings the same passion and precision to each of its projects.

RaganSmith continues "riding the momentum that [company principal] Kevin Guenther has helped establish with strong visionary planning," Johnson says. When they were looking for their Murfreesboro office to expand more into the engineering field, RaganSmith brought in Eric Parl as its local civil practice leader.

With its expansion into Murfreesboro in 2016, RaganSmith sought to embed itself into the community. The firm has more recently settled into a local office space located within Fountains at Gateway, an already iconic mixed-use development that RaganSmith had helped to envision.

"It's best to be a part of the community you're working in," Parl says. "We want to be part of the vision that the people of Murfreesboro have for their community."

That vision is evident in the firm's ongoing work as part of the team for the Town Creek daylighting project, which aims to revitalize Murfreesboro's Broad Street by restoring natural water flow, enhancing the urban environment and creating a space where residents and visitors can connect with nature. The project is just one of many on which RaganSmith has partnered with city government and Griggs and

Maloney to help bring transformative ideas to life. RaganSmith's work in Murfreesboro also includes the original gateway plan for the Medical Center Parkway corridor, Historic Downtown Master Plans, and the citywide Future Land Use Plan, and the company remains involved in various ongoing planning projects with the City of Murfreesboro.

"We've also been working with Middle Tennessee Electric on some of their substation and power projects," Parl adds.

Regionally, RaganSmith also served as land engineer for the new Tennessee Titans stadium and continues work on the Nashville Yards project, a mixed-use urban development which houses the new Amazon headquarters and a Hyatt Hotel.

"We're working with Cool Springs Galleria on a redevelopment there," Parl notes, adding that his firm has also been involved in "numerous residential subdivisions and industrial sites in surrounding counties."

For Parl, the passion for architecture and design began early. Childhood memories of building with Legos and playing *Sin City* inspired his career path, eventually leading to his current role in Murfreesboro at RaganSmith, the firm that hired him in 2013.

"The passion is there on a daily basis," he says. "For any landowner with a vision—whether it's restoring a creek, crafting a residential neighborhood, designing a shopping center, expanding a roadway, splitting the family farm into individual lots or conceptualizing a massive sports arena—RaganSmith offers the engineering expertise and full slate of consulting services to help make that idea a reality."



RaganSmith
a Pape-Dawson company



For more information on RaganSmith and its services:
CALL 615-546-6050
VISIT ragansmith.com

LET'S GET COZY

TRAVELIN' TOM'S

Rolls Into Murfreesboro

SPECIALTY COFFEE ON THE GO

WILLIAM RODRIGUEZ, a well-known figure in the Murfreesboro mobile food scene with multiple Kona Ice trucks, has added another exciting venture to his fleet: Travelin' Tom's Coffee Truck. Since launching in Murfreesboro in November 2023, Rodriguez has been introducing the community to this unique twist on the coffee experience, offering a full lineup of gourmet coffee drinks and refreshments, all served from a vibrant mobile cafe on wheels.

Rodriguez's interest in the Travelin' Tom's brand grew from his involvement with Kona Ice, the same company that created the coffee franchise. When Kona Ice founder Tony Lamb sought to bring specialty coffee to the mobile space, he named the brand after his father, Tom, who now appears as the caricature on the side of every truck.

Travelin' Tom's is all about delivering coffee-shop quality on the go, with an average service time of just 30 seconds, making it a hit at events and neighborhood gatherings. The menu offers nearly everything you'd expect at a traditional brick-and-mortar coffeehouse: espresso drinks, frappes, natural energy drinks, refreshing teas, and even hot chocolate and apple cider.

"The most popular of anything we do seem to be the mocha frappes," Rodriguez says. "The frappes are highly sought after by high schoolers and middle schoolers. My

personal favorite is the salted caramel latte."

Travelin' Tom's crafts all of its coffee beverages from a unique proprietary coffee blend that combines 5% Kona beans with coffee beans sourced from Nicaragua.

Rodriguez currently owns two Travelin' Tom's trucks and says he plans to add a new vehicle to his fleet every year or two. Whenever someone opens a truck, he notes, "You go through the coffee academy and they train you how to be a barista."

As great as the drinks are, Rodriguez says his favorite part of the mobile beverage business is the opportunity to form relationships.

"People hang out around the truck and talk with us," he says.

Whether it's a school event, community gathering, concert or private occasion, Travelin' Tom's is ready to serve. The brand's blend of fast service, quality coffee and community engagement has helped Travelin' Tom's grow rapidly, with close to 150 trucks now operating across the U.S.

Keep an eye out for these coffee-dispensing trucks at events and festivals around the Murfreesboro area for the taste of specialty coffee with the "perk" of mobility.

Rodriguez encourages fans of both Kona Ice and Travelin' Tom's to contact him at willrod@kona-ice.com to find out the schedule and location of the trucks.

DIGITAL NEWSLETTER

THE PULSE IS NOT JUST A NEWSPAPER.

The *Pulse* also offers digital online advertising space in our **Pulse Weekly Email Newsletter** to provide customers with a consistent and affordable local digital marketing strategy.

TOP BANNER

(630 x 100 px)

3 MONTHS:

\$175 (\$525)

6 MONTHS:

\$160 (\$855)

12 MONTHS:

\$145 (\$1,595)

SIDE BUTTON

(210 x 210 pixels)

3 MONTHS:

\$60 (\$180)

6 MONTHS:

\$50 (\$250)

12 MONTHS:

\$40 (\$395)

RIGHT SIDE

(400 x 400 px)

3 MONTHS:

\$95 (\$285)

6 MONTHS:

\$85 (\$445)

12 MONTHS:

\$75 (\$765)

ANCHOR BANNER

(630 x 300 px)

3 MONTHS:

\$115 (\$345)

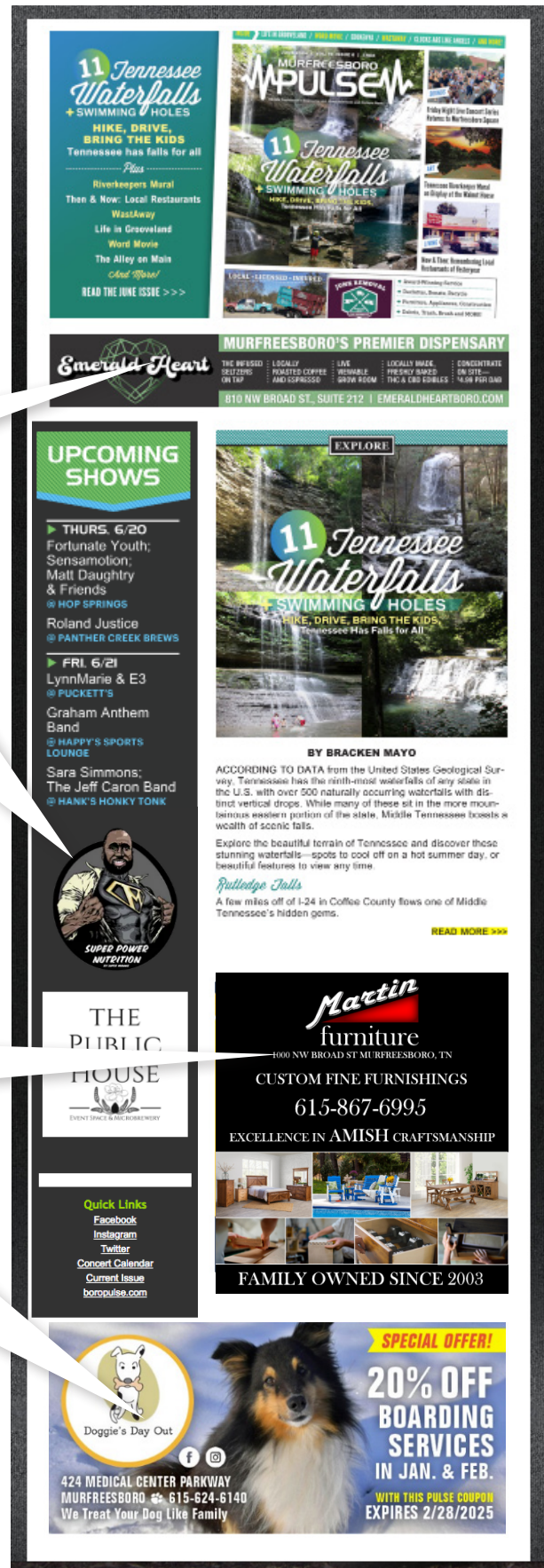
6 MONTHS:

\$100 (\$510)

12 MONTHS:

\$90 (\$915)

**3 MONTHS
(12 WEEKS)
FOR JUST \$345
THAT'S \$28.75
PER WEEK!**





TOP BANNER

**EXCLUSIVE
PLACEMENT
ONLY ONE
AVAILABLE!**



**BOROPULSE.COM/
CALENDAR**

Shared Weekly on the *Pulse's* Social Media

**\$775 for a full year
paid in full (\$775)**

EASY WAYS TO PAY

**MAKE A CREDIT
CARD PAYMENT ▼**



WE ACCEPT ITEX!

If your business is not yet a member, ask us about the benefits of the ITEX Business Bartering Network



A GREAT DEAL
Consider combining
this ad space with
a print ad package
for great visibility
at a discounted
price

12 MONTHS:
\$45 (\$395)

ADVERTISING RATES

To place an ad, e-mail bracken@boropulse.com
or call **615-796-6248**

Amounts listed are monthly payments, with reduced paid-in-full rates following in parentheses

AD SPECS

3 MONTHS

6 MONTHS

12 MONTHS

FULL COLOR PRINT

Eighth Page 4.875 x 2.625"
Quarter Page 4.875 x 5.375"
Half 4.875 x 11" or 10 x 5.375"
Full Page 10 x 11"
*Full Back Page 10 x 11"
*Cover Strip 10 x 2"

\$175 (\$525 paid in full)
\$275 (\$825)
\$425 (\$1,275)
\$675 (\$2,025)
\$850 (\$2,550)
\$725 (\$2,175)

\$150 (\$750)
\$235 (\$1,175)
\$375 (\$1,875)
\$575 (\$2,875)
\$750 (\$3,750)
\$675 (\$3,750)

\$125 (\$1,190)
\$220 (\$1,975)
\$325 (\$2,975)
\$500 (\$4,475)
\$675 (\$5,975)
\$600 (\$5,600)

BLACK & WHITE PRINT

4 x 1.75" OR 2 x 3.65"
4 x 3.65" OR 2 x 7.45"
4 x 5.375" OR 2 x 11"
Eighth Page 4.875 x 2.625"
Quarter Page 4.875 x 5.375"
Half 4.875 x 11" or 10 x 5.375"
Full Page 10 x 11"

\$75 (\$225)
\$140 (\$420)
\$180 (\$540)
\$130 (\$390)
\$200 (\$600)
\$325 (\$975)
\$500 (\$1,500)

\$65 (\$325)
\$120 (\$600)
\$150 (\$750)
\$110 (\$550)
\$170 (\$850)
\$275 (\$1,375)
\$445 (\$2,225)

\$55 (\$525)
\$100 (\$950)
\$130 (\$1,235)
\$95 (\$900)
\$145 (\$1,375)
\$235 (\$2,235)
\$395 (\$3,750)

BOROPULSE.COM

Footer Logo (170 x 170 pixels)
Bottom Banner (850 x 200 px)
Concert Banner (728 x 90 px)
*Top Banner (728 x 120 px)

\$65 (\$195)
\$150 (\$450)
\$95 (\$285)
\$250 (\$750)

\$55 (\$275)
\$135 (\$675)
\$85 (\$425)
\$250 (\$750)

\$45 (\$395)
\$120 (\$1,125)
\$75 (\$775)
\$250 (\$750)

WEEKLY E-MAIL

Side Button (210 x 210 pixels)
Right Side (400 x 400 px)
Anchor Banner (630 x 300 px)
Top Banner (630 x 100 px)

\$60 (\$180)
\$95 (\$285)
\$115 (\$345)
\$175 (\$525)

\$50 (\$250)
\$85 (\$445)
\$100 (\$510)
\$160 (\$855)

\$40 (\$395)
\$75 (\$765)
\$90 (\$915)
\$145 (\$1,595)

PRINT INSERTS

Maximum 8 pages per piece – **\$345**

Advertiser to provide 8,000 copies of a pre-printed piece to insert into each copy of the Pulse

**Exclusive placement—only one available!*

Amounts listed are monthly payments, with reduced paid-in-full rates following in parentheses 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 re-design every six months. The customer will have the chance to proof advertisements prior to publication and the Pulse will make adjustments. A minimum \$25 re-design fee will be billed for any subsequent changes or re-design work. Payment must be made before ads are printed.