

MURFREESBORO PULSE BOROPULSE.COM

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

2022-2023

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

219 Mixed Cuisine
Champy's Chicken
Chuy's
Demos' Steakhouse
Discovery Center
Toot's
United Grocery Outlet

DOWNTOWN

Puckett's Grocery
Domenico's Italian Deli
Concert Musical Supply
Center for the Arts
Jr.'s Foodland
Milano II
Linebaugh Public Library
Wall Street
Kleer-Vu Cafe

MEDICAL CENTER PKWY.

St. Thomas Hospital
Blue Coast Burrito
BurgerIM
Jonathan's Grille
The Avenue Office
Thor's Furniture

MEMORIAL BLVD.

Avalon Athletic Club
Oscar's Taco Shop
Sir Pizza
Camino Real
Sports*Com

NORTHFIELD BLVD.

Station Grill
Marco's Pizza
Carmen's Taqueria
Deep South Growlers

OLD FORT PARKWAY

Farmer's Restaurant
Bar-B-Cutie
Gyro Tabouli
Wasabi
Donatos
Koji
So-Cali Taco Shop

THOMPSON LANE

Stones River Total
Beverages
Go USA Fun Park
Marble Slab
Sal's Pizza
Juice Bar

CASON LANE

Camino Real
Dairy Queen
Float Alchemy
AMC Classic Theater

SALEM HWY.

Marco's Pizza
La Loma
Luca's Pizzeria
May Flower

CHURCH STREET

La Siesta
Toot's
Parthenon Grille
Rick's BBQ
Camino Real
Lemongrass
Miller's Grocery
Lanes, Trains &
Automobiles
Carmen Mexican
Waffle House

MTSU/MAIN STREET

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

RUTHERFORD BLVD.

Nacho's Mexican
Restaurant
Daily Buffet
CNG Liquor
Dairy Queen
Garden Greek Grill

SMYRNA

Town Center
Blue Coast Burrito
Camino Real
Marco's Pizza
Carpé Café
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

I am very pleased with how many visitors I have had thanks to *The Murfreesboro Pulse*. The paper is free and easily accessible, and along with its social media posts, lots of people are reached. It's helped me get my new business started off nicely.

— CANDY WENCE, BIG CREEK WINERY TASTING ROOM

"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?

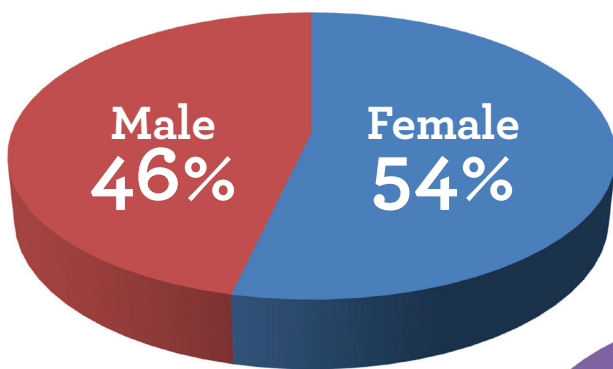
BOROPULSE.COM conducted a survey to better get to know the readers of the *Murfreesboro Pulse*. According to a sampling of 235 *Pulse* readers, **the average age is 39.2 years old**. Just as many Rutherford County residents in their 40s and 50s read the publication as those in their 20s and 30s. Some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

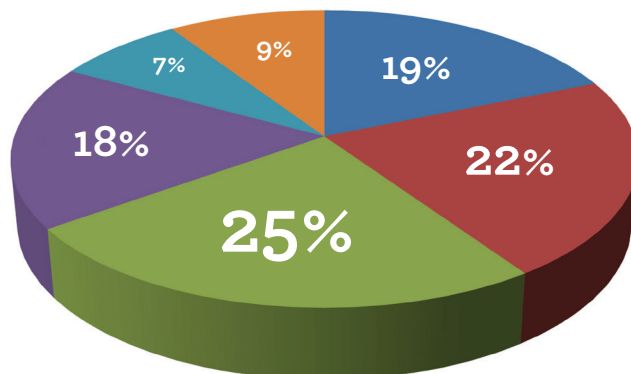
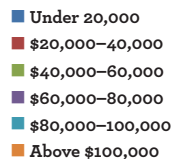
We realize it's hard to appeal to everyone, but we strive to make every edition diverse enough to contain something of interest to every individual in town. The religion, politics and income of *Pulse* readers seems pretty consistent with Rutherford County as a whole.

CHECK OUT SOME STATS:

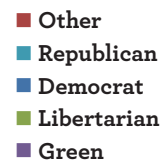


GENDER

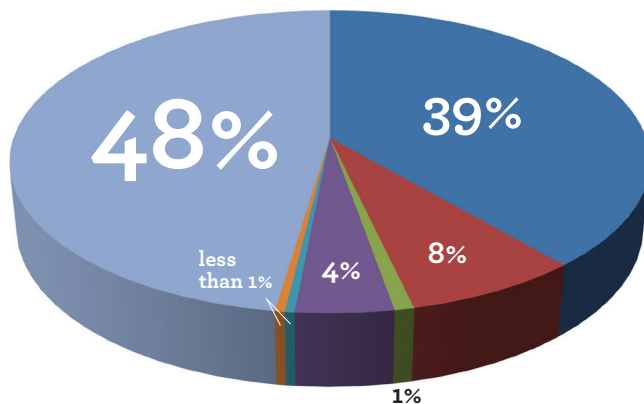
INCOME LEVEL



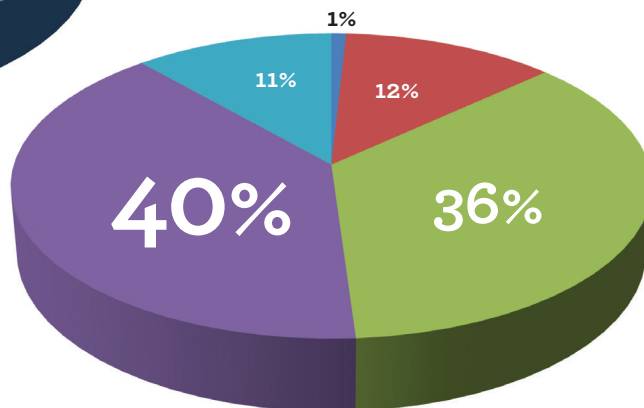
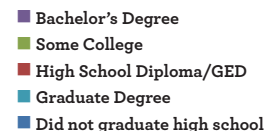
POLITICAL AFFILIATION



RELIGION



EDUCATION



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 Though you must **select your words carefully**, more readers will pay attention to the design and artwork than the words. It's true that a picture is worth a thousand words.
- 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**

**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, 3-6 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 1.75"

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



Purveyor of Fine Oils & Vinegars — on Tap
at
THE AVENUE MURFREESBORO
2615 Medical Center Pkwy. Ste. #2070
615-895-0007
EPICUREANOLIVEOIL.COM



HOURS:
FRIDAY 12–5 P.M.
SATURDAY 12–6 P.M.
SUNDAY 12–3 P.M.

TASTING ROOM

Like Big Creek Winery Tasting Room
on Facebook for changes to hours
and updates on events

7027 Main St.
Christiana, Tennessee 37037
615.785.2124

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

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



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

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 85 pixels)
Side Button (125 x 125 px)
Bottom Banner (850 x 200 px)
*Top Banner (728 x 120 px)

\$65 (\$195)
\$85 (\$255)
\$150 (\$450)
\$250 (\$750)

\$55 (\$275)
\$75 (\$375)
\$135 (\$675)
\$225 (\$1,195)

\$45 (\$395)
\$65 (\$595)
\$120 (\$1,125)
\$195 (\$1,950)

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.