



Franklin's

THE ONLINE VOICE OF WILLIAMSON COUNTY

2020 MEDIA KIT

Home of The Sizzle Awards

DEMOGRAPHICS



Williamson County welcomed 1.7 Million Visitors in 2018 and nearly 10% of those Visitors explored Franklins.com. Franklins, the Online Voice of Williamson County, is the go to resource for Visitors and Locals for all businesses and events.

▶ GEOGRAPHY: % USERS

Regional/Local	69%
Nationwide	31%

▶ VISITORS: % OF

New	87.3%
Repeat	12.7%

▶ NEW USERS: # OF

Regional/Local	71,771
Nationwide	32,244

▶ PAGE VIEWS: # OF

Regional	231,230
Nationwide	103,886

▶ # SESSIONS: 133,428

▶ GENDER: 65% F 35% M

▶ AVERAGE TIME ON PAGE: 3 min (industry high)

▶ LOCAL SOCIAL MEDIA IMPACT:



Impressions	36,747	83,824	114,297
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Williamson County Facts

Tourism and visitors in Williamson County have an estimated \$450+ Million impact to the local economy every year. This Impact is expected to grow at an average of 5.9% each year. Shopping, Culinary, Art, Entertainment, History, and Music are key drivers to this growth.

Williamson County's population of 226,257 residents has seen 17% growth over the last five years. Retail, Healthcare, Automotive, and Technology are the leading drivers to the economy. While employers such as Nissan, Community Health Systems, Tractor Supply, and Verizon are leading the way to economic growth, Williamson County small business and entrepreneurs serve as the foundation for the next generation of companies. There are over 6,390 business' in Williamson County that have less than 100 employees.

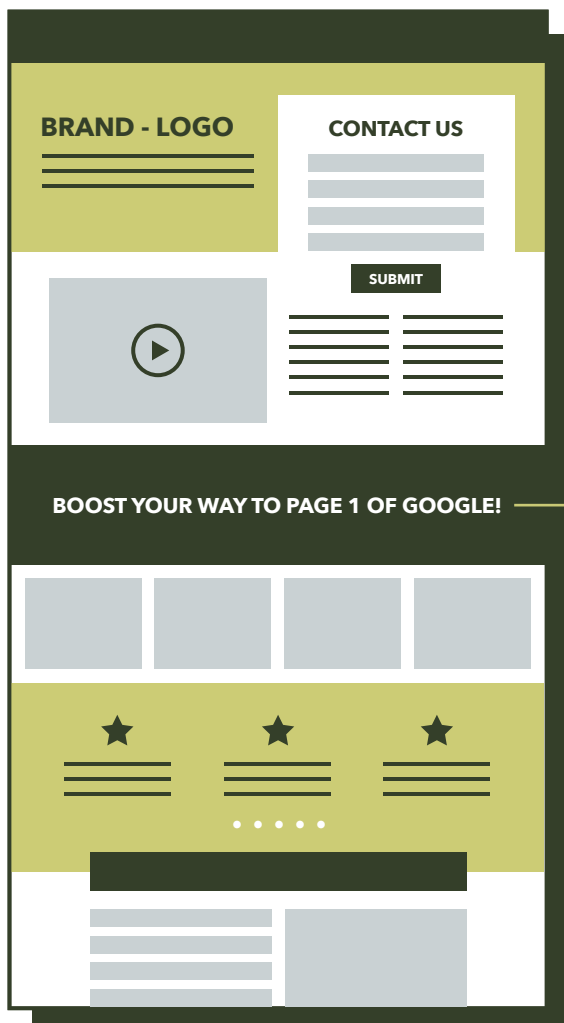
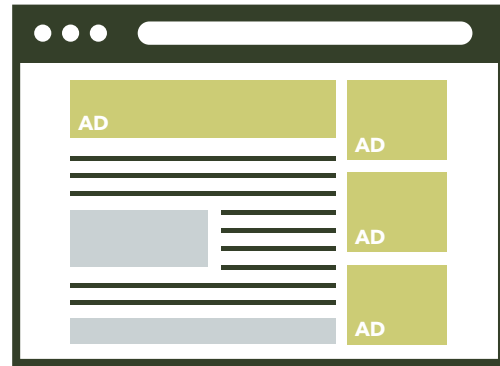


ADVERTISING

Offering a variety of solutions to suit your business's needs.

BE NOTICED.

Growth is key to the long-term success of any business. It is vital for local and out of town consumers to be aware of your company's brand. The exclusive 3754 advertisers on Franklins have a unique opportunity to reach the 133,000 visitors to Franklins.com. Customized Landing Pages, Premium, and Standard Ads create options for select companies on our 5,000+ page website all about Williamson County.



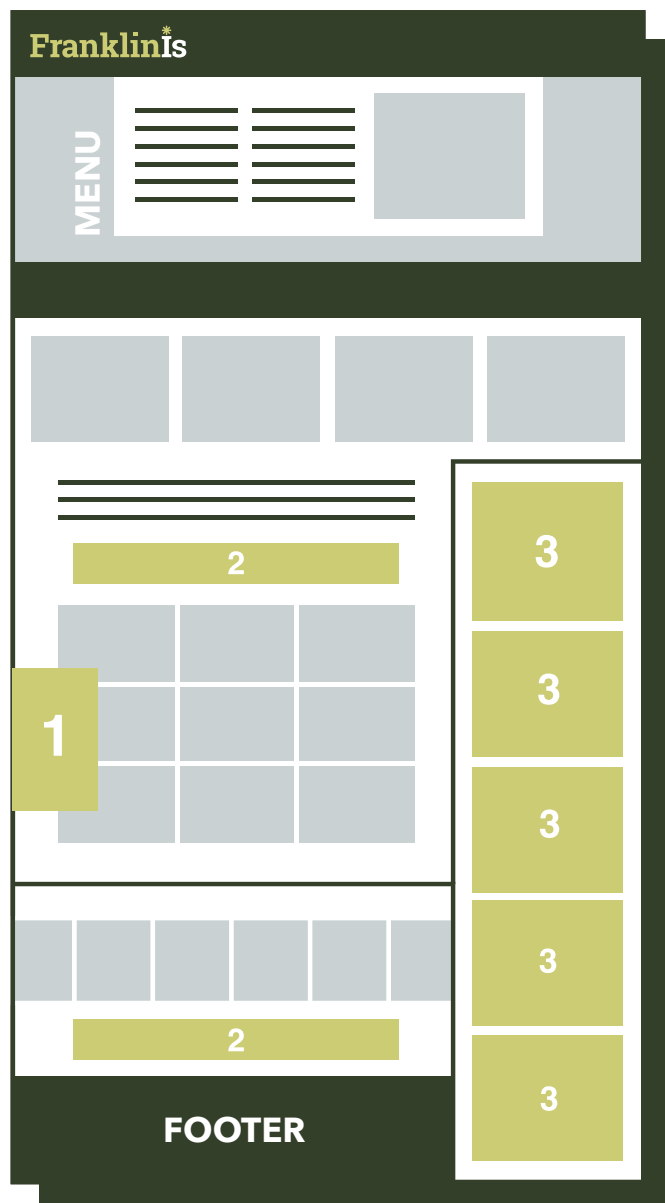
SEO LANDING PAGE

The Landing Page option within the Franklins website is a customized approach that offers enhanced search engine optimization using your exclusive page on the Franklins website. The landing page offers expanded information about your business and serves as an important approach to your SEO strategy.

With this approach, you can bolster your SEO ranking by utilizing the same engine that serves major employers, professional football and hockey teams, Nissan Stadium, and The National Corvette Museum.

With over 11,750 sessions per month on Franklins, the Landing Page Option is expected to be the most popular Ad placement. The Landing Page is limited to 50 advertisers and is new in 2019.

* 93% of all consumers search the internet before purchasing a product or service



2 Premium 936x120

1 Slide out 336x600

3 Standard 336x335

* Ads should be RGB @ 72 dpi
File Types: .jpg or .gif
Max file size: 90k
Animation less than 15 seconds

Banners with a white background require a 1px border.

Premium Ads offer an enlarged view of your brand with a direct link to your website from Franklin's. Ads are featured above the fold, in the footer, or in large side panels. Premium Ads include a business profile on the home page!

Standard Ads offer visibility to 133,000+ visitors to Franklin's. Standard Ads offer placement next to engaging community content.

Slide Out Ads offer an impactful visibility on all the main landing pages. Catch attention with a gentle slide out that scrolls along the page.

TERMS & PRICING

Sizzle Award Exclusive *

Ad Type	Impact	12 Months	# of Advertisers
SEO Landing Page	Your own page that ranks for you on Google	\$475	50
Premium	Best visibility. Top and Bottom banner.	\$350	150
Standard	Strong presence. Right side on all pages.	\$250	150
Slide Out	Get attention. Slide out on main pages.	\$250	25

Rates effective Dec 1, 2019