

2016 Media Kit

Franklin IS...

Dedicated to all things Franklin and Williamson County!

About FranklinIs

FranklinIs a website dedicated to all things Franklin, TN and Williamson County! FranklinIs launched in the summer of 2006. Since its inception, the website has grown to a thriving webtropolis. Supporting local non-profits, businesses, residents and visitors, FranklinIs the go-to place for your Franklin and Williamson County web needs.

Looking for something fun to do this weekend, curious about a restaurant, wanting to volunteer your time with a non-profit, or maybe you are stopping by Franklin for the day? It's all here on FranklinIs.com. We encourage you to browse through the Living, News, Entertainment, Fashion, Real Estate, Parents, Visit, Resources and Calendar sections. There is something for everyone on FranklinIs.com.

The Stats

According to Google Analytics, last year, FranklinIS had an average of over **10,800 sessions per month**, over **8,9500 users per month**, and over **18,880 page views per month**. FranklinIS benefited from new users in 2015. On average over 80% of our users last year were new with over 19% returning users. Most of our users are in TN, other popular states looking at FranklinIS includes CA, NC, GA, TX, SC, KY, NY, and OH. FranklinIS also reaches over 19,000 inboxes with its email marketing campaigns.

Socially Savvy

Spanning across Facebook, Twitter, Pinterest, LinkedIn, and Instagram, Facebook reaches over **8,880** accounts. Of these sites, Facebook, Twitter, Pinterest and Linked In are the top social media sites that send users to FranklinIS.

Behind the face of FranklinIS

FranklinIs possible because of its parent company, JLB. JLB is an Internet marketing and communications business that delivers professional results from concept to support. To learn more visit jlbworks.com.

Let's talk Numbers

FranklinIs has many affordable options for promoting your business. Let us help you share your business with a local audience. We have several ad package options that we can tailor to fit your business's needs.

- Vertical or Horizontal Banner Ad (non-home page) = \$150/mo. or \$600 for 6 months
- Home page banner ad = \$250/mo. or \$1,200 for 6 months
- Advertorials = \$250/mo.
- Email Blast Banner Ads= \$50 per e-blast
- Bundle & Save= purchase one or more ads and save 20% off the package
- Purchase a 12-month ad plan and save 30%
- Friends & Family (all JLB clients receive 10% off with coupon code: WeloveJLB)

All ad prices will also have an additional TN state sales tax applied to them.

The screenshot shows the FranklinIs.com website layout with several ad placements highlighted by blue arrows and text:

- top horizontal ad (468 pixles x 60 pixles):** Located at the top of the page, featuring the SOAR logo and text: "LIVE MUSIC EVERY THURSDAY From 6 - 9 pm The ideal destination for your next adventure."
- home page horizontal ad (120 pixles x 240 pixles):** A large banner for the 2016 Sizzle Awards, including text: "Sizzle Awards The polls are open!", "Super Bowl Sunday Cheer on your team in downtown Franklin!", "King Cakes Laissez les bons temps rouler!", and "HaART to Heart Luncheon This Friday will be fabulous!".
- advertorial (Your business could be highlighted on the home page.):** A vertical sidebar ad for "The Fabric House Nashville" with text: "The region's best selection of decorator fabrics and trims", "custom draperies", "bedding", "pillows", and "and more!".
- side vertical ad (120 pixles x 600 pixles):** A vertical ad for "CERTIFIED ANIMAL WELFARE ADMINISTRATOR" featuring a photo of a woman and text: "Laura Chavaria, the director of Williamson County Animal Center (WCAC), has achieved the highest level professional designation for animal welfare professionals, having earned the Certified Animal Welfare Administrator (CAWA) credential. She is one of only 100 shelter professionals to have this distinction. Candidates must meet strict eligibility requirements in leadership, management and animal welfare experience [...]"

Other visible content on the website includes a navigation menu (LIVING, NEWS, ENTERTAINMENT/FASHION, REAL ESTATE, PARENTS, VISIT, RESOURCES, CALENDAR), a sign-up link for FranklinIs.com e-news, and several article teasers under the "LIVING", "NEWS", "RESOURCES", "PARENTS", "ENTERTAINMENT", and "REAL ESTATE" categories.