



**EXCLUSIVE SPONSOR**  
300 x 125 pixels

*Please Support Our Advertisers*

## SPONSOR ADS

	Six Months	One Year
EXCLUSIVE SPONSOR	\$5,000	\$9,000

## HOME PAGE ADS ★

	One Month	Three Months	Six Months	One Year
SKYSCRAPER	\$300	\$900	\$1,650	\$3,300
ISLAND ONE & TWO	200	600	1,100	2,200
HORIZON ONE	200	600	1,100	2,200
HORIZON TWO-FOUR	150	450	825	1,650

Business Spotlight ^^ \$300 per advertorial

★ BrentwoodHomePage.com will guarantee only three advertisers will rotate in that spot through December 2010.

**SKYSCRAPER**  
150 x 400 pixels

**ISLAND ONE**  
150 x 200 pixels

**ISLAND TWO**  
150 x 200 pixels

**HORIZON ONE**  
300 x 150 pixels

**HORIZON TWO**  
300 x 150 pixels

**HORIZON THREE**  
300 x 150 pixels

**HORIZON FOUR**  
300 x 150 pixels

**BUSINESS SPOTLIGHT**  
Includes photos of business, 300-word article highlighting business and front page exposure for at least one week. The article remains active 24/7. The Spotlight includes a link to business' website and contact info.

### BRENTWOOD HOME PAGE...

Is a daily online news source that is the "go to place for everything Brentwood."

Launched in September 2009,

**Brentwood Home Page** provides a daily dose of local news, including business, city government, schools, sports, community and obituaries.

**Brentwood Home Page** readers are enthusiastic, participative, loyal neighbors. Readers continually contribute story ideas and community updates, and provide member commentary on news stories.

### RELEVANT ASSETS & STATISTICS

In May 2010, **Brentwood Home Page** averaged over 10,000 unique visits per week. We continue to average 20% growth in new visits each week.\* Our advertisers reach the affluent, well-educated, tech-savvy Brentwood readers daily through our website advertising spots and daily email blast sent directly to over 5,000 Brentwood and surrounding area residents' inboxes per day.

\* per Google analytics

## IDEAL DEMOGRAPHICS FOR SUCCESSFUL ADVERTISING

### AFFLUENT RESIDENTS

Median household income in 2008 ..... **\$151,005**  
 Median per capita income ..... **\$60,627**  
 Estimated family purchasing power ..... **\$105,689**  
 Average spent per year on vacation ..... **\$9,134**  
 Median home price..... **\$550,000**  
 Average household size ..... **3**

### WELL EDUCATED AUDIENCE

Brentwood residents w/4-year degree..... **39%**  
 Brentwood residents w/graduate degree ..... **24%**

### ABOUT BRENTWOOD

Population ..... **35,262**  
 Average age (in years) ..... **40.8**  
 Households in 37027 zip code ..... **17,000**  
 Home ownership..... **94%**

### ABOUT BRENTWOOD COOL SPRINGS

Population ..... **47,754**  
 Male population ..... **23,438**  
 Female population..... **24,316**  
 Never married ..... **7,603**

Sources: [www.realestate.aol.com](http://www.realestate.aol.com);  
[www.brentwood-tn.org](http://www.brentwood-tn.org), City of Brentwood;  
[www.money.cnn.com](http://www.money.cnn.com); [www.livability.com](http://www.livability.com)





# Brentwood Home Page

THE GO TO PLACE FOR EVERYTHING BRENTWOOD

## EXCLUSIVE SPONSOR

300 x 125 pixels

Home

News

Business

Sports

Schools

Lifestyle

Food & Drink

Community

Obits

## SECTION SPONSOR

125 x 600 pixels

### DUAL SECTION ADS

	One Month	Three Months	Six Months	One Year
EXCLUSIVE SECTION SPONSOR	\$300	\$900	\$1,650	\$3,300
SKYSCRAPER	250	750	\$1,375	\$2,750
ISLAND ONE & TWO	150	450	825	1,650
HORIZON ONE	150	450	825	1,650
HORIZON TWO-FOUR	100	300	550	1,100
LOWER SKYSCRAPER	100	300	550	1,100

*All Home Page and Section Page ads reflect six-month and one-year contract discounts.*

### BUSINESS SECTION SPECIALS

Premium Business Directory Listing ^

### COST

\$200 per year

### EXCLUSIVE SECTION SPONSORSHIPS

*Available for all inside sections: e.g., Sports, Schools, Business, Obituaries.*

### CUSTOMERS' ROTATION GUIDELINES

*BrentwoodHomePage.com will guarantee only three advertisers will rotate in that spot through December 2010.*

### ^ PREMIUM BUSINESS DIRECTORY LISTING

*This upgrade from a free standard listing includes click-thru to business' website, logo, contact information, location, and a business description of up to 150 characters.*

### SECTION TARGETING

Inside sections will be paired for effectiveness and for compatibility. Paired sections are as follows:

- Home Page, Front Page News & Columnists
- News & Business
- Schools & Sports
- Lifestyle and Food & Drink
- Community and Obituaries

The paired sections will be offered at the price indicated in the Dual Sections Ads on the rate sheet. Home Page maintains itself as an individual section and Front Page News stories will open to home page ads.

During the month of June, existing customers will be transitioning from random rotation to chosen targeting.

Existing advertisers will always receive notification of special offers and seasonal opportunities prior to opening the market up to potential customers.

**SKYSCRAPER**  
150 x 400 pixels

**ISLAND ONE**  
150 x 200 pixels

**ISLAND TWO**  
150 x 200 pixels

**HORIZON ONE**  
300 x 150 pixels

**HORIZON TWO**  
300 x 150 pixels

**HORIZON THREE**  
300 x 150 pixels

**HORIZON FOUR**  
300 x 150 pixels

**LOWER SKYSCRAPER**  
100 x 400 pixels

**LOWER SKYSCRAPER**  
100 x 400 pixels