



# The New RESIDENTS' Guide

## Is Your Advertising Reaching New Residents in Williamson County?

The New Residents' Guide  
can take you to their doorstep.

Thousands of new residents move to Franklin, Brentwood, Nolensville, Thompson's Station, Fairview, Arrington, College Grove, Spring Hill/Maury County, and surrounding communities every year.

New residents are looking for your type of business. As these new folks establish their buying habits and routines, you can be the first to showcase your business, its products and its services.

### Distribution & Website

- Every month ***The New Residents' Guide*** magazine is mailed to a NEW list of NEW residents who have recently moved to Williamson County. Your business will reach over 16,000 new-mover households a year!
- ***TheNewResidentsGuide.com*** features the magazine in a live online format allowing viewers to flip through each page on their smart device. In addition, advertisers receive a complimentary brand ad on ***The New Residents' Guide*** website with a link to drive customers to your website.

### Williamson County & New Mover Stats

Average Home  
Price  
\$592,769

Median Annual  
Household Income  
\$112,962

Homebuyers spend twice as  
much as existing homeowners,  
spending well over \$10,600\*  
to set up their new home.

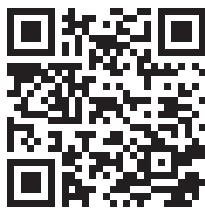
*\*Source: Realtor.com*



## A great place to advertise!

☼ This full-color magazine is chocked-full of helpful community information, with articles about how to get your car tags and driver's license, hunting and fishing in the state, city and county services; plus recreation in the area, including parks, lakes, organized sports, and much more.

☼ ***The New Residents' Guide*** is your business's first step in building brand recognition among new residents and achieving your company's marketing goals by developing leads and sales. Williamson County new residents are a financially thriving consumer, giving your business the opportunity to dominate the market.



Scan & view  
The New Residents' Guide  
magazine online.

☼ This magazine has approximately a year's shelf life and is referred to again and again by new residents. Plus, QR codes in the magazine guide readers to view ***The New Residents' Guide*** online and direct them to your business website.

To advertise contact:

Linda Eaves, owner/publisher

P: 615-624-1805

E: [TheNewResidentsGuide@gmail.com](mailto:TheNewResidentsGuide@gmail.com)

W: [TheNewResidentsGuide.com](http://TheNewResidentsGuide.com)



**The FIRST business who gets a product or service in the consumers' consciousness, owns the market position.**

*Jay Conrad Levinson,  
author of Guerilla Marketing series*



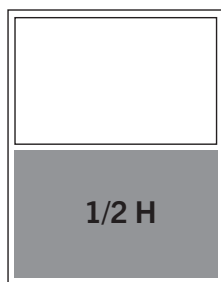
**BACK COVER**  
9" x 8.25"



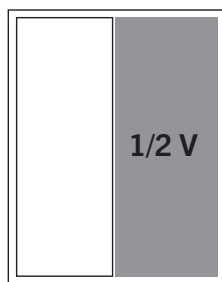
**INSIDE FRONT COVER  
INSIDE BACK COVER**  
8.5" x 11"



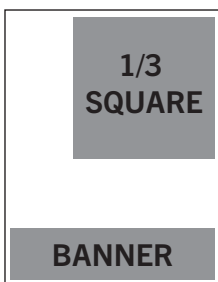
**TWO-PAGE SPREAD**  
17" x 11"



**1/2 HORIZONTAL**  
7.25" x 4.625"



**1/2 VERTICAL**  
3.5" x 9.6"



**1/3 SQUARE**  
4.25" x 4.625"  
**BANNER**  
7.25" x 1.5"

## Ad sizes and specifications

Please submit your ad in one of the following files—TIF or PDF in a minimum of a 300 dpi format and send it via email to:

***[TheNewResidentsGuide@gmail.com](mailto:TheNewResidentsGuide@gmail.com)***

Please note: vector-based artwork is not dependent on resolution, but some may contain bitmap-based graphic elements that should have a 300 dpi resolution for the best printing resolution. Vector-based graphics (such as those created in Adobe Illustrator) should be sent in PDF, EPS, or SVG file.

## Ad creation services

Our graphic design staff can create or rebuild an ad for a cost of \$175. This does not include designing or re-creating a logo.