

# Wilson County News

## The Advertiser Advantage

*Why working with your local print publication, the Wilson County News, is advantageous for your business!*

- ✓ Print Ads
  - ✓ Full Design & Printing Services
  - ✓ Digital Ads & Sponsorships
  - ✓ Respectful, Helpful Staff ✓ Local
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### Working with us = Receiving service customized to your business!

The Wilson County News has made its mission to serve its county-wide and surrounding community of both readers and local businesses for its over 35 years of operation.

***We KNOW print advertising works!*** We have the data and experience to prove it. But we also know that digital marketing avenues are popular, and can tie the strings of any loosely-wound campaign up neatly, connecting all of your business' dots.

That's ***why we offer both print AND digital advertising, we-do-it-for-you design services, and even printing services,*** to help meet the needs of the businesses in OUR community!

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### Advertising with the Wilson County News opens the doors to MORE for your business!

- ***Reach over 18,000*** people with each print ad in the Wilson County News alone, ***or over 23,000 people*** when you place your ad in both the Wilson County News AND the La Vernia News.
- ***Discounts on ads placed in the La Vernia News*** when you place a print ad in the Wilson County News
- ***Digital add-ons*** to enhance your print ad's effectiveness and create cohesive campaigns
- ***Digital-only options*** for businesses whose target audience is a little different!
- ***We can do the work for you***, from design for ads and printing, to the ads and printing itself! Plus, we offer services like customized Social Media Management and Website Design & Hosting, so we can take the pressure off.
- ANY ad you place gets your business ***included in the online WCN Business Directory*** at <https://www.wilsoncountynews.com/bus-dir/>, which ***helps your business' SEO score*** and serves as a "Landing Page" for anyone who clicks your SEO ad.

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- Monthly (or more frequent) reader contests & giveaways, special sections, sports posters, and more to help you *connect more with your community of customers & businesses!*
  - *Services & products customized to meet YOUR business' budget, niche, and goals.*
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## PLUS, there are *additional Advertiser Perks!*

- Once you've placed an ad with the Wilson County News, your email is added to our **WCN Advertiser Exclusive email list**: Once a month, we send out FREE resources, information, and advice, to help you take your business to the next level with the latest and greatest on marketing, advertising, public relations, internal communications, money management, and more!
- **Advertisers are our first choice when recruiting guests for our weekly livestream, WCN Live**, which streams LIVE each Wednesday to our loyal audience of 18k "Likes" and 19k "Followers," and is then posted to our YouTube channel, website, and app, and included in our print, social media, and email marketing for additional exposure.
- Loyal advertisers can request the Wilson County News run **"Marketplace News" content** in future editions of the weekly newspaper, featuring the perks of choosing your business, as well as your business' history
- Sponsoring the WCN Live show OR the Audio Articles **earns your business a spot on the WCN Live show as a guest!**