



615 Pulse Media Kit

Advertising rooted in Nashville • Hyperlocal • High-impact

About Us

615 Pulse is a Nashville-based media provider that offers niche advertising solutions. We connect you with the people that matter to your business.

The Bussler Family has nearly two decades of experience connecting customers with businesses. The family business started in the newspaper industry and has since expanded to include a variety of other multimedia assets including DOOH, regional magazines and unique community assets.



Why Direct Mail & How We Target



How Do We Target?

615 Pulse **curates hyper-targeted lists** tailored to each campaign's theme and goals:

Household income, lifestyle, homeownership, geography, and more

We don't mass blast — we **precision drop**

Smart data = smart results

Why Direct Mail?

Mental filters and rising costs in the digital ad space has made customer acquisition more difficult and hurt it's relative effectiveness.

90% open rate – vs. 20-30% for email

Tangible = trust – People are more likely to trust and remember printed media

Long shelf life – Stays in homes for days or weeks

Enhances digital – Combines print authority with digital agility

Builds brand trust – Seen as more legitimate and premium

Direct mail isn't dead – it's premium real estate for attention and provides strong results for many industries.

Why Shared Direct Mail?

Shared direct mail is a great way to get similar results at a fraction of the cost of solo direct mail campaigns. Our shared direct mail campaigns are centered around themes that are sure to get the attention of relevant customers, making it a cost-effective and strategic choice for businesses looking to maximize their marketing spend.

Our Products:



Shared Mail

Similar results at a fraction of the cost. Reaches customers with a highly curated and targeted approach.

Subcategories:

Theme-Based Shared Mail –

Grouped by holidays, events, lifestyle

Trigger-Based Shared Mail –

- new resident mailer
- newly engaged mailer

INDOOR

Out-of-Home (OOH) Advertising

We offer indoor venue digital screens for OOH advertising in high-traffic, popular locations. Currently, we're active in Franklin, Brentwood, and Hendersonville, with plans to expand to Nashville soon.

- Locations include bars, gyms, and popular local venues
- Available in both static and video ad formats
- A powerful way to reach a dynamic and engaged local audience

OUTDOOR

COMING SOON!

Direct Mail (Solo)

- Hyper-targeted
- Fully customized design
- Personalized, high-ROI

Subcategories:

Theme-Based Direct Mail – For product launches, seasons, events

Trigger-Based Direct Mail – Sent automatically based on behavior (purchases, website visits, etc.)



Our Process



- **Graphic Design:**
Complimentary with all ad purchases
- **What We Need From You:**
 - Final size & layout preferences
 - Logo, images, and graphics ► sent to your account rep
 - We'll send back a **design proof** for approval
- **Deadline:** Final approval is due **14 days before print date**

Print Rates & Specifications



Add-Ons & Packages

Add-On	Price	Details
Social Media Shoutout	+\$100	Instagram & Facebook promo
Digital Billboard	+\$150	1-week screen rotation inside Pulse venues
Email Blast Inclusion	+\$250	Featured in Pulse newsletter
Priority Placement	+\$100	Appear in first 5 pages of mailer

Ad Sizes & Rates

Ad Size	Dimensions	Price	Notes
Full Page	8.5" x 11"	\$1,200	Best for visual storytelling
Half Page (Horizontal)	8.5" x 5.5"	\$750	Ideal for promotions
Quarter Page	4.25" x 5.5"	\$450	Budget-friendly visibility
Back Cover	8.5" x 11"	\$1,500	Premium placement
Inside Front/Back	8.5" x 11"	\$1,350	High exposure

Full Page	Quarter Page
Back Cover	4.25" x 5.5"
Inside Front/Back	Half Page (Horizontal)
8.5" x 11"	8.5" x 5.5"

Design Guidelines

- PDF format (300 DPI, CMYK, .125" bleed)
- Fonts outlined or embedded
- Images must be high-resolution
- Final files due 7 days before print



Publication Calendar



12-month overview including:

- **Mail Drop Dates**
- **Submission Deadlines**
- **Seasonal Tie-Ins & Special Editions**

Great for planning ahead and aligning your promotions with key moments in the year.

Partnership Details & Contact



Caleb Bussler

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Cancellation Policy

- **Full refund** = 2 weeks before print deadline
- **50% refund** = 1 week before deadline
- **No refund** = within 7 days of print
- All cancellations must be submitted **in writing**

Why Partner With Us?

- **Local Reach:** Deep understanding of Nashville's people and pulse
- **Creative Support:** Free graphic design with every placement
- **Flexible Packages:** A range of options for every budget
- **Real ROI:** Targeted, trackable, high-conversion outreach