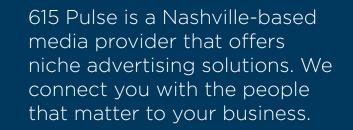




615 Pulse Media Kit

Advertising rooted in Nashville • Hyperlocal • High-impact



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.

About Us

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.



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

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.)





- **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



Ad Sizes & Rates

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 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



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





12-month overview including:

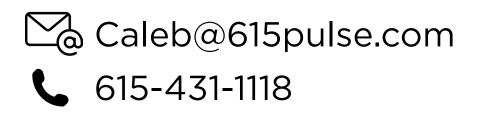
- Mail Drop Dates
- Submission Deadlines
- Seasonal Tie-Ins & Special Editions

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

Partnership Details & Contact



Caleb Bussler



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