

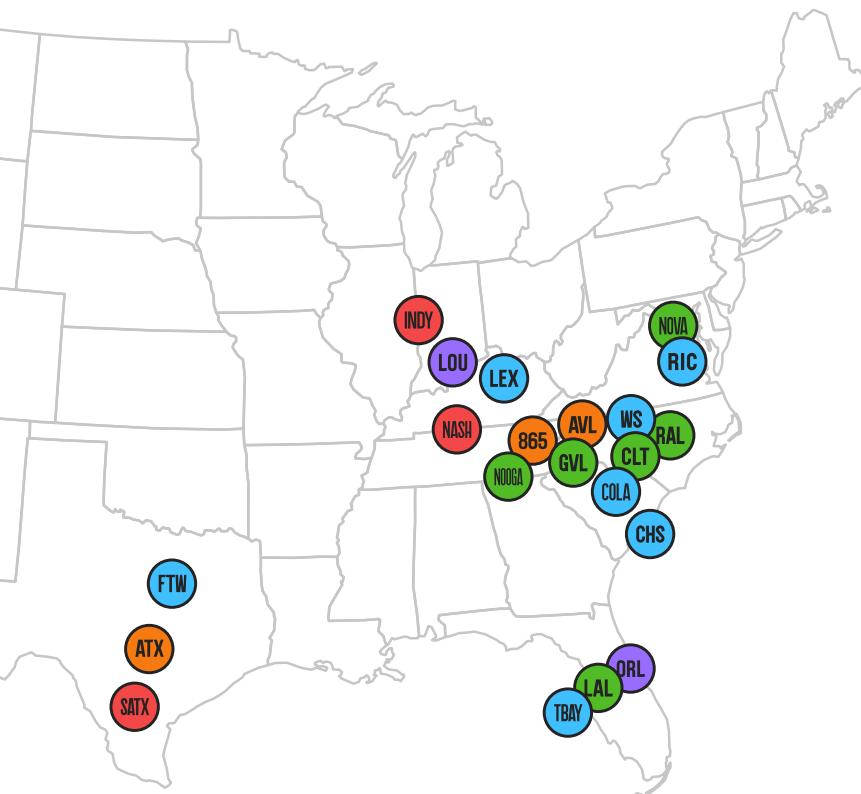


# EDUCATE + ACTIVATE



## Where Locals Look First

Our audience is vocal, social and looks to us as the authority on all things local. Let your brand be seen where it matters most.



## Markets

### Florida

- Lakeland
- Orlando
- Tampa

### Indiana

- Indianapolis

### Kentucky

- Lexington
- Louisville

### North Carolina

- Asheville
- Charlotte
- Raleigh
- Winston-Salem

### South Carolina

- Charleston
- Columbia
- Greenville

### Tennessee

- Chattanooga
- Knoxville
- Nashville

### Texas

- Austin
- Fort Worth
- San Antonio

### Virginia

- N. Virginia
- Richmond



## What You Get

### !!! Relevance

We ignite conversation in each of our cities and ensure our partners are right there participating in the action.

### ↗ Distribution

We meet our audience wherever they are (email, web + social), and introduce them to your brand.

### 🔗 Integration

We seamlessly fit partner brands into the conversation flow.

### ⌚ Performance

Access to our proprietary analytics portal, providing insight and transparency into your partnership.

## How You Get It

### 📋 Content

We connect and engage with our audience for a living, we leverage this "know how" and a ton of data to drive unparalleled local engagement for our partner brands.

### 📺 Display

Brand awareness at its best, seamlessly integrated into the conversation flow. We deliver increased local brand presence, relevance, and authority for our partners.

## Partners





## Display Offerings\*

Email Headers | Email Banners | Website Banners

## Branded Content Offerings

### Lead Story\*\*

Our lead story of the day, kicking off the newsletter and continuing across our social platforms, designed to drive audience engagement.



### Secondary Story

#### Article\*\*

A custom feature article about a relevant local topic, built by our team that lives on our website.



#### Mini Article

A shorter article with an impactful visual, designed to create a splash and drive traffic.



### Newsletter Text Ad

A short, 1-3 sentence blurb that's designed to promote news, events, jobs, real estate, and offers and drive readers to the URL of your choice.



## Campaigns

### Giveaway

Boost your brands visibility as part of a two-week campaign including digital ads, social media exposure, and an email campaign to grow your Instagram following or email database.

### Experience

A two week campaign revolving around an experiential article written in the first person by a member of our team that shares an inside look at what their experience was like and inspires readers to try it themselves.

### Sponsored Content

Ride alongside our core editorial features and guides, providing high-level brand alignment and exposure to our engaged readers.

### Williams Trew presents FTW Neighborhoods Guide: Park Hill + Berkeley Place

If your love for history is as big as ours, today's installment of our FTW Neighborhoods Guide might make you swoon over the Park Hill + Berkeley Place neighborhoods, situated in southwest Fort Worth.



Park Hill | Photo by bettie\_construction

Read on to discover the rich history + recommendations for can't-miss spots in these neighborhoods.

[Berkeley Place + Park Hill hot spots](#)

### Events

Saturday, June 27

- [Columbia Fireflies vs. Charleston RiverDogs](#) | Saturday, June 27 | 5:05 p.m. | Segra Park | \$5-\$7 | Post-game kids run the bases\*

Sunday, June 28

- [Art Blossoms at the Columbia Museum of Art](#) | Sunday, June 28 | 10 a.m.-9 p.m. | Columbia Museum of Art | \$10 | Special events, classes, demonstrations, and more.\*

PRISMA

For so many reasons, put your health at the top of your to-do list

[Schedule a Well Woman Exam](#)



### Finance

#### 3 reasons to join United Texas Credit Union

Presented by United Texas Credit Union



United Texas Credit Union's goal is to make your life easier! Photo via Shutterstock

What if getting your finances together didn't have to be headache-inducing? What if it was actually enjoyable?

Enter: United Texas Credit Union, a credit union with everything that big banks offer, plus the one thing that they don't — personal, caring service. Their mission is to improve your financial well-being with a wide array of options and services.

[Get started](#)

### News Notes

#### Development

- A 249-room, seven-story hotel could be coming to Main Street. If approved, the project would take about a year and a half to complete and begin next year.

#### Learn

- Make 2022 the year you learn a new language with Babbel, the No. 1 language learning app. Babbel makes learning fun with interactive lessons, podcasts, games + more — sign up today to get up to 60% off.\*