

The background of the slide is a composite image. The top half features a close-up, low-angle shot of a modern glass skyscraper with a grid-like window pattern, set against a sky with soft, grey clouds. The bottom half shows a street-level view of a historic stone building with arched windows and a decorative cornice, with a modern glass building visible in the background behind it.

NASHVILLE NOW NEXT

2022 MEDIA KIT

ABOUT

Nashville Now Next(N3) is the region's fresh take on Real Estate Development. N3 publishes informative high-quality news and insights covering the greater Nashville Region.

Nashville Now Next works to compliment vs. duplicate news from other local media outlets. Therefore, readers can always expect something different regardless of when the news breaks.

Nashville Now Next started posting real estate development news in late 2020 with nearly 2,000 views. In 2021, N3 racked up 98.7K views on the site & thousands of daily Social Media views. In 2022, Nashville Now Next will expand the analytical data sets that are tracked.

TOP SOCIAL MEDIA REACH



1,937

PAGE VIEWS
2020

98,746

PAGE VIEWS
2021

NASHVILLE NOW NEXT
2022 MEDIA KIT

HOW ARE WE DIFFERENT



Development Videos

With 1-2 images N3 can produce a video trailer of your development. The more images you provide the better the videos.



Now & Next Images

Slide compare photos are a big part of what makes N3 unique. We can make most images work; however ideal images are:

- Captured at eye level
- 2-point perspective
- Drawing Elevations
- High resolution

Development Rundown

2820 Dickerson Pike

- What's Now: Vacant Site
- What's Next: Mixed-Use Development
- Developer: Middle Street Partners, LLC
- Architect: Dynamic
- Civil: Catalyst
- Status: Planning

Development Rundown

The rundown gives the readers project stats all in one place. The rundown also gives credit where credit is due by highlighting the development teams.



Project Location Aides

As a standard, articles will come with 1-2 maps created by Nashville Now Next to provide adjacency & context to your project.

MEDIA PRODUCTS

Coming In 2022

NASHVILLE NOW NEXT

APARTMENT PORTAL

NEW

N3 REAL ESTATE MARKETING

NASHVILLE NOW NEXT MAGAZINE

Nashville Now Next is taking the user experience to the next level by piloting an apartment locator channel & offering Real Estate Marketing Services. Nashville Now Next can now take your real estate photos, Provide Press, & list your property before it ever breaks ground. When you list with the Apartment Portal, viewers can now combine the content of N3 to enhance their apartment search experience.

SIMPLE RATES STRUCTURE

ALL RATES ARE SUBJECT TO CHANGE AFTER
MARCH 2022

Starter Package

\$250

Enhanced Package

\$500

Premium Package

\$1,000

The rate structure is the same across all media products. Whether you are looking to place ads on the website or looking for real estate photography, the rates will fall within one of the packages above.

***Note: Advertising on Nashville Now Next will remain limited and targeted to businesses aligned with its content subject matter.**

NASHVILLE NOW NEXT

Advertising on the Home Page & Neighborhood Channels

HOME

DOWNTOWN

NORTH NASH

EAST NASH

SOUTH NASH

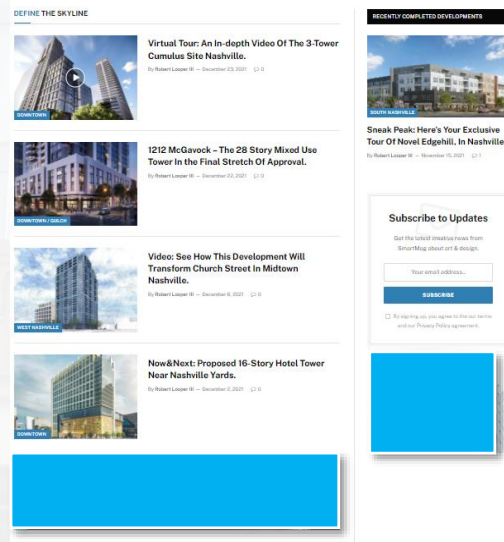
WEST NASH

Top Spot

Sidebar & Banner Ads

Starter Package

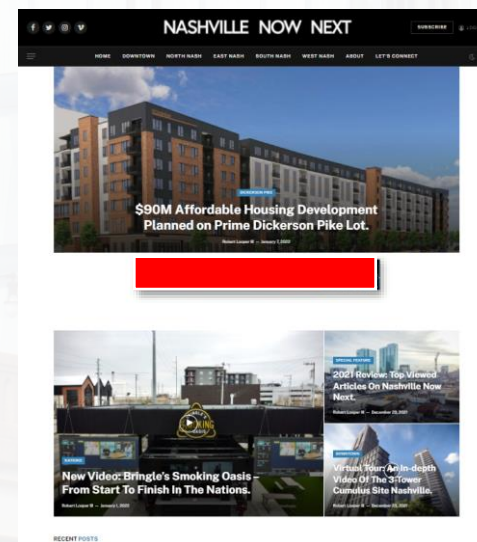
\$250



Side Bar & Banner Ads

Enhanced Package

\$500



Sponsored Content

Premium Package

\$1,000

See Sponsored
Content Schedule
Next Page

NASHVILLE NOW NEXT
2022 MEDIA KIT

NASHVILLE NOW NEXT

Sponsored Content Articles

WEDGEWOOD HOUSTON

The 3,500+ Units In The Wedgewood-Houston Pipeline In Nashville

By Robert Looper III

August 9, 2021

Updated: August 17, 2021

No Comments

7 Mins Read

Facebook

Twitter

Pinterest

NEIGHBORHOODS

Select Category

TRENDING

\$90M Affordable Housing Development Planned on Prime Dickerson Pike Lot.

Rendering Provides Insight Into The Edens House Development In Green Hills, Nashville

See What's Now & Next At The New Rutledge Hill Mixed Use Development In Nashville.

362 Unit Mixed-use Development Proposed To Transform Dickerson Pike In East Nashville.

Chuy's Mexican Food To Join Raising Canes On White Bridge Pike.

STAY UP-TO-DATE VIA EMAIL

Enter your email address to follow Nashville Now Next and receive notifications of new posts by email.

Culmination posts get the furthest reach nationally and the most views of any other post. New for 2022, we are now adding a video component. Your logo is placed in the video and the article as its sponsor. Additionally, you are provided a Top Spot Advertisement in the article.

NASHVILLE NOW NEXT
2022 MEDIA KIT

Sponsored Content Schedule

Location	Residential Units Culmination	Residential & Office Culmination
Midtown		X
Wedgewood Houston	X	
Dickerson Pike	X	
Gulch	X	
Nations		X
Germantown		X
Metrocenter	X	
Marathon Village	X	
Downtown		X
Cumberland River		X
West Trinity	X	
East Bank		X

NASHVILLE NOW NEXT
2022 MEDIA KIT

NEW

N3 REAL ESTATE MARKETING

Photography

Starter Package

\$250

4 Hours Max

\$75/Hourly Rate

Photography includes 20-30 retouched interior & exterior photos.

Photography & Video

Enhanced Package

\$500

6 Hours Max

\$75/Hourly Rate

Photography includes 20-30 retouched interior & exterior photos. Video includes one loop video (Sound & Titles Optional).

Photography & Video Plus Advertisement

Premium Package

\$1,000

6 Hours Max

\$75/Hourly Rate

Everything from the Enhanced Package plus one month advertisement on your article and on the Home Page of NashvilleNowNext.com

NASHVILLE NOW NEXT
2022 MEDIA KIT

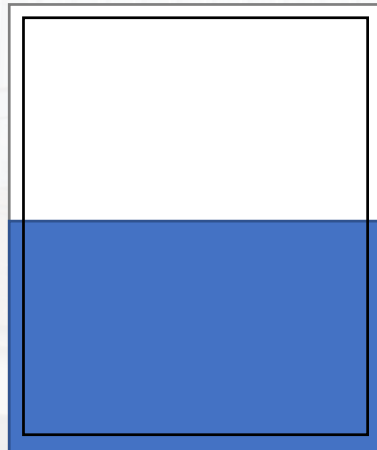
NASHVILLE NOW NEXT
MAGAZINE

Advertising in the magazine.

Half Page

Starter Package

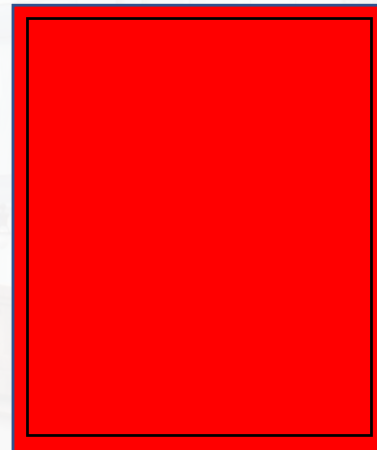
\$250



Full Page

Enhanced Package

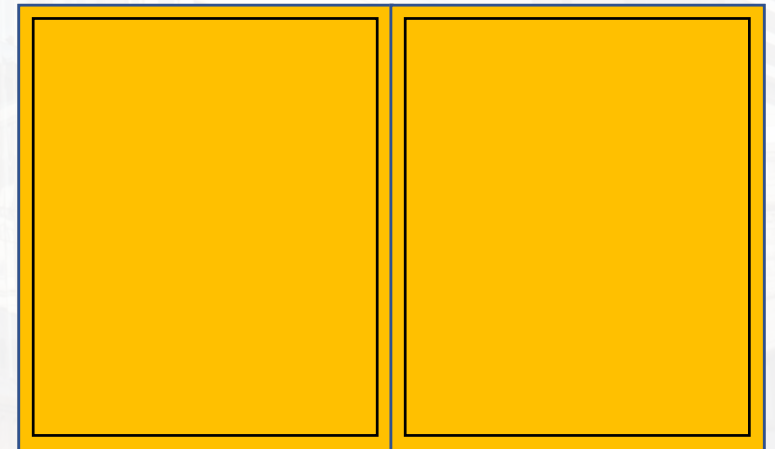
\$500



Full Spread

Premium Package

\$1,000



NASHVILLE NOW NEXT



Complimentary Features

The Magazine spotlights the work of the firms & people who are designing & developing the future of Nashville. There is no cost if you are solicited for a Feature Article. Sponsored Content options are available using the Premium Package rate.

The table to the right is the tentative print schedule for 2022.

NASHVILLE NOW NEXT
2022 MEDIA KIT

Magazine Print Schedule

Main Features	AD & Spotlight Deadline	Print Date
2021 Development Book	2/11	3/31
Nashville Higher Education Projects	4/11	TBD
Adaptive Reuse & Timber Frame Projects	7/11	TBD
Cumberland River Development	10/1	TBD

Magazine Content Guidelines

- Size A4
- Smallest type 10pt Black
- Acceptable file types PDF, INDD, or PNG
- Be sure to check all logos
- Make sure your black is 100% Black.
- Max Print Resolution is 300dpi

NASHVILLE NOW NEXT
2022 MEDIA KIT

Get Started Today!

Contact:

Robert Looper III

NashvilleNowNext@Outlook.com