

# ARLnow

## 2018 MEDIA KIT

### WHAT OUR READERS ARE SAYING:

*"Clear and concise reporting on the wide range of community events, issues."*

*"ARLnow is my one stop shop for all news in the area."*



# ABOUT **ARL**now

Every day, tens of thousands of Arlingtonians read **ARLnow** to catch up on local news, events and other community happenings. As Arlington, Virginia's premier local news and lifestyle publication, we are in a unique position to help regional brands and local businesses alike reach those who live and work here. **ARLnow** has served dozens of Arlington's most prominent businesses since our founding in 2010 and we look forward to serving yours as well.

## OTHER REGIONAL LOCAL NEWS NOW OUTLETS

**POP**ville  
www.popville.com

PoPville is one of D.C.'s most-read local news publications, reaching 100,000s of affluent young professionals each month with content about real estate, restaurants and more.

**reston**now  
www.restonnow.com

Reston Now is Reston, Virginia's go-to online local news source, providing a one-stop shop for any organization seeking to reach those who live and work along the Silver Line corridor.

\*\*\* THE RUNNER'S SOURCE FOR THE DC AREA  
**RUN**WASHINGTON  
www.runwashington.com

Founded in 1984, RunWashington is the D.C. region's #1 resource for runners, triathletes and fitness enthusiasts. RW boasts the top Google spot for those looking for local races.

**ARL**now

Home About Us Event Calendar Thank Our Advertisers

Give More. Stress Less. With a Lafayette Federal Loan at a GREAT Rate of 2.74% APR!

Columns STARTUP MONDAY THE CHEW LEGAL INSIDER ASK ELI PET OF THE WEEK JUST REDUCED SMALL BIZ ARTS FOCUS HEALTHY PAWS IMMIGRATION LAW JUST LISTED BEER & WINE FLYING COLORS RETHINK ENERGY

### Ballston Quarter Mall to Add 18-Restaurant Food Hall

by Chris Teale — December 12, 2017 at 10:00 am 65 Comments

**You Don't Have to Interview the #1 Remodeler in Arlington, but Why Wouldn't You?**

Number of Building Permits Pulled in Arlington County since the year 2000

Click for Larger Graph

COOK BROS.

recent articles

Arlington Under Wind Chill Advisory

ARLnow Holiday Weekend Discussion

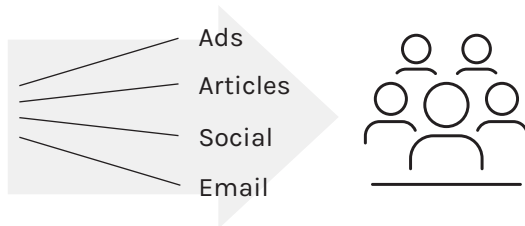
# PREMIUM BRAND PACKAGES

We are currently seeking a limited group of brand advertisers for our premium packages. Designed to be the most well-rounded marketing package for getting your message across to hard-to-reach local consumers, premium brand packages include everything you need to consistently and effectively reach your target audience.

## What's included in a Premium Brand Package?

- 1 Square ad - 100% SOV
- 1 promoted post/quarter
- 1 partner directory listing
- 1 featured event, coupon or community post/month
- Free ad design and promoted post writing upon request
- Free enhanced reporting and advertising enhancements
- Dedicated account representative
- Quarterly performance report

**Your  
Message**



## Additional premium benefits offered at three levels:

### Silver \$1,000/month

- + 10 partnership positions
- + Afternoon Update email ad

### Gold \$1,600/month

- + 5 partnership positions
- + Cinematic ad - 100k impressions
- + Morning email sponsorship OR Afternoon Update ad
- + 1 social media shout out per month (written by us on Facebook, Twitter, and/or Instagram)

### Platinum \$2,200/month

- + 5 partnership positions
- + Cinematic ad - 200k impressions
- + Morning email sponsorship OR Afternoon Update ad
- + 1 podcast sponsorship
- + 2 social media shout outs per month (written by us on Facebook, Twitter, and/or Instagram)

# DISPLAY ADVERTISING

## A. Takeover Ad \$999/day

- + At top of all pages
- + 4:1 Ratio on desktop
- + 2:1 Ratio on mobile, takes top position on mobile

## B. Square Ad \$2 CPM (cost/thousand impressions)

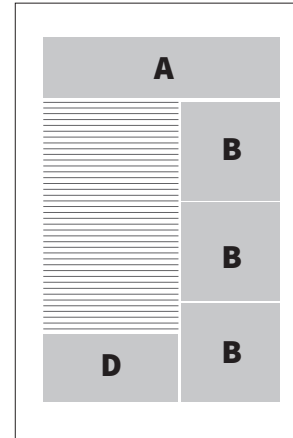
- + Minimum 250K impressions
- + 1:1 Ratio

## C. Skyscraper Ad \$499/month

- + 1:2 Ratio

## D. Cinematic Ad \$5 CPM (cost/thousand impressions)

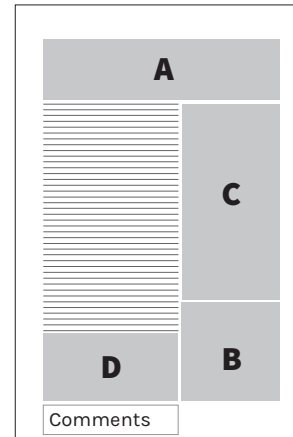
- + Appears between homepage posts/at top of mobile pages
- + Minimum 100K impressions
- + 2:1 Ratio



Desktop homepage



Mobile



Desktop article

# SPONSORED CONTENT



## SPONSORED FEATURE

Powerful branding vehicle allows you to be the community's expert on a given topic. Can also be used to capture lead-generating clicks. Published weekly or biweekly. *Contact us for pricing*



## PROMOTED POST

A one-time informative article published on our homepage and shared via social media, providing lots of exposure for those who want to promote a business or event. Includes targeted Facebook boost. *\$599/post*



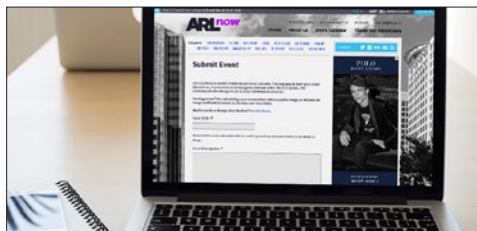
## FEATURED LISTING

A promoted post that follows a set template specifically for real estate listings or job listings. *\$299/post*



## DEDICATED EMAIL BLAST

A graphical, promotional email exclusively about your organization or event blasted out to thousands of our subscribers. *\$749/email*



## SELF-SERVE CONTENT

Available for direct submission on our website: self-publish featured events or community posts. Both appear on our site and email newsletter. *\$30-99/post*

*Writing services* are provided free of charge for premium branding clients.

	Max word count	Max photos*
Spons. Feature	600	10
Promoted Post	300	10
Featured Listing	150	10
Self-Serve Content	No Limit	1
Email Blast	N/A	N/A

\*all submitted photos must be horizontal




# AUDIENCE & DEMOGRAPHICS


## UNPARALLELED LOCAL REACH:

**1.2 Million**  
Pageviews each month

**250,000**  
Unique Visitors each month

## SOCIAL CONNECTION:

 24,000+ fans [facebook.com/ARLnow](https://www.facebook.com/ARLnow)

 40,000+ followers [@ARLnowDOTcom](https://twitter.com/ARLnowDOTcom)

 9,500 newsletter subscribers

## WHO READS ARLNOW?

The typical ARLnow reader is an affluent young professional between the ages of 25-44, per Quantcast data and Google Analytics. But we also reach a wide range of locals, including military families, local government leaders and long-time Arlington residents.

**53%**  
Ages 25-44

**51%**  
Income ≥ \$100K

**43%**  
Have children

**82%**  
Repeat visitors

**79%**  
Politically engaged

**43%**  
Mobile pageviews

# OUR READERS & ADVERTISERS

## WHAT OUR READERS ARE SAYING:

**60%**

Have made a purchase based on an ad or sponsored article

**50%**

Have made a purchase based on an event in our event calendar

**38%**

Can recall an ad or sponsored article from within the past month

**95%**

Know someone else who reads ARLnow.com

"I enjoy ARLnow and read it every day."

"Really appreciate the local news that the Post doesn't cover."

"I make it a point to read your email every time."

## WHO OUR ADVERTISERS ARE:



Multi-Family Real Estate



Legal Services



Schools



Residential Real Estate



Financial Services



Government



Local Businesses



Business Improvement Districts



Commercial Real Estate

SOURCE: ARLNOW READER SURVEY



Our goal is to partner with companies to create great local advertising that readers actually want to see and engage with.

We work with our advertisers to craft campaigns that are effective at reaching a large, local audience and achieving their marketing goals. Informative, native advertising is what we do best.

Local advertising with us works because it's:

### RELEVANT

Communicate a value proposition that is genuinely of interest to local readers.

### AUTHENTIC

Emphasize your local connection and communicate on a personal, native level.

### ACTIONABLE

Give highly-engaged viewers a way to purchase, sign up or learn more.

### BRIEF

Readers value their time, so we help you keep it concise.

### DISCOUNTS

**Credit card on file**  
10%

**Nonprofit discount**  
12.5%

**6-month pre-payment**  
15%

**12-month pre-payment**  
20%

**Cross-site (2+) premium branding packages**  
\$500/month

Let's get started.