

# ATTENTION

READERS SPENT A COLLECTIVE **19.3 MILLION MINUTES**  
ON ARLNOW IN 2019 (THAT'S 13,403 DAYS)

# AUDIENCE & DEMOGRAPHICS

**UNPARALLELED LOCAL REACH  
IN THE HOME OF AMAZON'S HQ2:**

**1.3 Million**

Pageviews each month

**340,000**

Unique Visitors each month

**1:53**

Average time on site

**SOCIAL CONNECTION:**



32,000+ fans [facebook.com/ARLnow](https://facebook.com/ARLnow)



47,000+ followers [@ARLnowDOTcom](https://twitter.com/ARLnowDOTcom)



13,000+ 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.

**52%**

Ages 25-44

**53%**

Income ≥ \$100K

**45%**

Have children

**42%**

Graduate-level education

**IT'S ALL ABOUT ATTENTION**

We live in an attention economy and a mobile world. Almost everyone has a smartphone, which means your message has lots of competition. ARLnow helps you stand out and reach consumers as they're in a unique local mindset.

Attention-wise, we're confident of being the best value for reaching locals via any medium.

# PREMIUM BRAND PACKAGES

This well-rounded marketing package gets 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 Sidebar ad
- 1 Promoted Post/quarter
- Free ad design and writing services upon request
- Quarterly performance report

## Additional premium benefits offered at three levels:

### Silver \$1,200/month\* (max. 10 clients)

- + Email ad

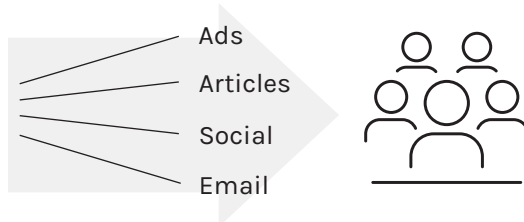
### Gold \$1,600/month\* (max. 5 clients)

- + Cinematic ad
- + Email ad
- + 1 featured event or community post/month

### Platinum \$2,000/month\* (max. 5 clients)

- + Cinematic ad
- + Mobile ad
- + Email ad
- 2 featured events or community posts/month

**Your  
Message**



\* Minimum 3 month term

# DISPLAY ADVERTISING

## A. Sidebar Ad \$599/mo

- + Typically 300K impressions/mo
- + 600x500px

## B. Skyscraper Ad \$599/month

- + 300x600px
- + Optimized for high click-thru rate on site

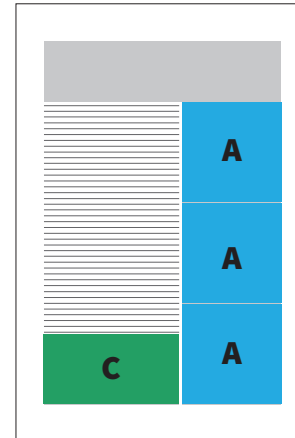
## C. Cinematic Ad \$499/mo

- + Appears between homepage posts, before comments
- + Typically >100K impressions/mo
- + 600x300px

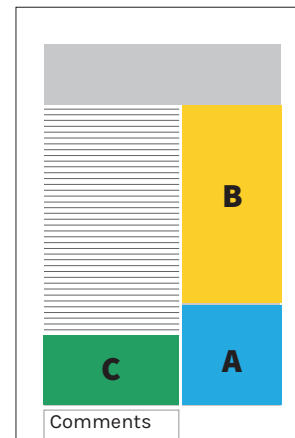
## D. Mobile Ad \$499/mo

- + Appears at the top of all mobile pages
- + Typically >100K impressions/mo
- + 640x200px

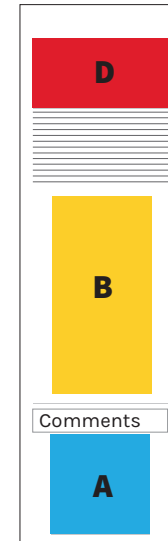
### Desktop homepage



### Desktop article



### Mobile



### DISCOUNTS

**Month-to-month billing**  
10%

**Nonprofit discount**  
15%

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

# SPONSORED CONTENT



## RECURRING 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. Put your organization's message in front of 10,000s of readers.

\$649/post (>200 words)  
\$749/post (200-1,000 words)



## FEATURED LISTING

A promoted post specifically for real estate listings or job listings, priced to fit your budget.

\$329/post



## DEDICATED EMAIL BLAST

A graphical, promotional email exclusively about your organization or event blasted out to thousands of our subscribers.

\$849/email - 13,000+ subs



## INSTAGRAM PHOTO SHOOT

Our staff photographer will shoot and retouch photos of your business and team. We'll give you a special shout out on our Instagram page (9,000+ followers).

\$499 for up to a 2 hour session  
\$249 for Instagram post only (w/ boost)

Writing services are provided free of charge, upon request, for promoted posts.

	Max word count	Max photos*
Spons. Feature	600	10
Promoted Post	1,000	10
Featured Listing	150	10
Email Blast	N/A	N/A

\*all submitted photos must be horizontal

# OUR READERS & ADVERTISERS

## WHAT OUR READERS ARE SAYING:

**27%**

Made a purchase based on an ARLnow ad or sponsored article in 2019

**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

SOURCE: ARLNOW READER SURVEY

## WHAT OUR ADVERTISERS ARE SAYING:

"Thank you for the [Listing of the Day] post yesterday... I am currently looking at three offers and hoping to ratify contract today."

"The [Promoted Post] you guys did looks amazing... I've gotten a ton of leads since it came out!!"

"[ARLnow] provides great exposure, as well as strong results, and is often the top referrer for our advertising campaigns."

## 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



# 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 LOCAL NEWS NOW SITES



PoPville is one of D.C.'s most-read local publications, serving community and lifestyle content to hundreds of thousands of locals, including young professionals and families.



Reston Now is the go-to online local news source for Reston and Herndon, chronicling the rapid growth of the area with the opening of the Silver Line.



ALXnow is Alexandria, Virginia's newest source of local news and information. Built for a post-HQ2 world, ALXnow serves Alexandria's next generation of professionals and local leaders.



Tyson Reporter is the first independent, daily news outlet dedicated to covering local happenings in the dynamic and developing Tysons community.

