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
- 47,000+ followers @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.

<table>
<thead>
<tr>
<th>%</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>52%</td>
<td>Ages 25-44</td>
</tr>
<tr>
<td>53%</td>
<td>Income $100K</td>
</tr>
<tr>
<td>45%</td>
<td>Have children</td>
</tr>
<tr>
<td>42%</td>
<td>Graduate-level education</td>
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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

* Minimum 3 month term

Your Message
- Ads
- Articles
- Social
- Email

CONTACT: Lene Query  |  lene@lnnllc.com  |  703.348.0589
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

CONTACT: Lene Query | lene@lnllc.com | 703.348.0589

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.

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

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.

$329/post

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

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

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)

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

CONTACT: Lene Query  |  lene@lnllc.com  |  703.348.0589
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

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.

PoPville
www.popville.com

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.

Reston Now
www.restonnow.com

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.

ALXnow
www.alxnow.com

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

Tysons Reporter
www.tysonsreporter.com