



ARL 

PO^{*}P**ville

reston 

Every day, tens of thousands of people read ARLnow, Reston Now and PoPville to catch up on local news, events and other community happenings.

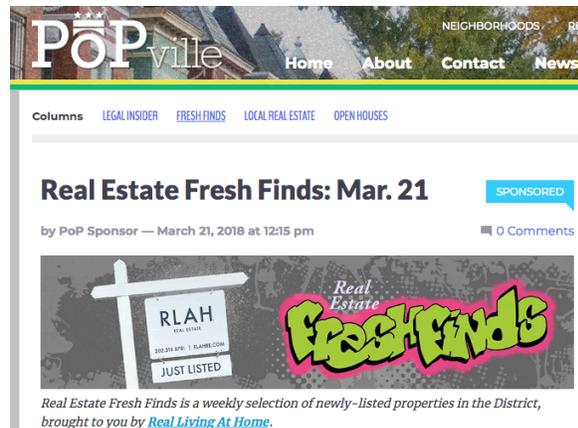
We are in a unique position to help regional brands and local businesses alike reach those who live and work locally. Our publications have served dozens of the D.C. area's most prominent businesses since our founding in 2010 and we look forward to serving yours as well.

What our advertisers are saying...

“Hyperlocal is hyper rare.

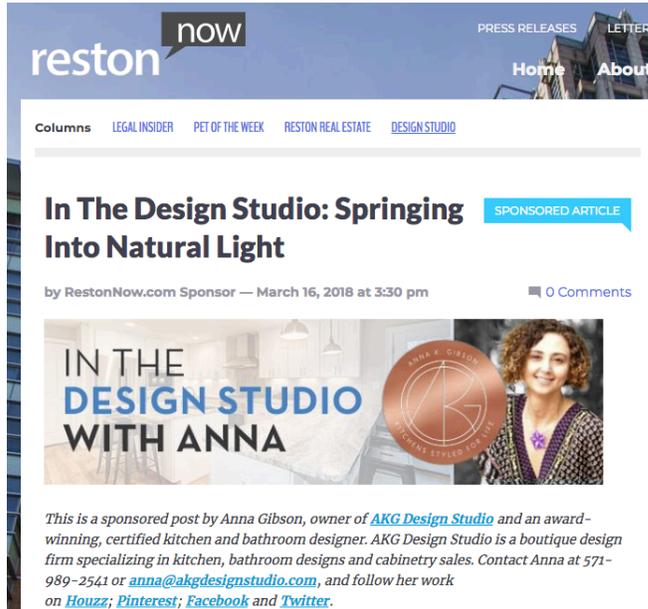
ARLnow and PoPville are such unique forms of media, it's hard to find a competitor for that. Where else can you get so many views and so much validation in your hyperlocal community?”

-Justin Levitch, president of **Real Living at Home**.



AKG Design Studio's Reston Now Sponsored Column

Thanks to a column Anna Gibson with **AKG Design** sponsors for RestonNow.com, her crews are busy at work on two bathrooms.



The screenshot shows the RestonNow.com website interface. At the top, there's a navigation bar with 'reston now' logo, 'PRESS RELEASES', 'LETTERS', 'Home', and 'About'. Below that, a secondary navigation bar lists 'Columns', 'LEGAL INSIDER', 'PET OF THE WEEK', 'RESTON REAL ESTATE', and 'DESIGN STUDIO'. The main article title is 'In The Design Studio: Springing Into Natural Light' with a 'SPONSORED ARTICLE' badge. The author is listed as 'by RestonNow.com Sponsor — March 16, 2018 at 3:30 pm' with '0 Comments'. The article features a large image of a kitchen with the text 'IN THE DESIGN STUDIO WITH ANNA' and a circular logo for 'ANNA K GIBSON KITCHENS STYLED FOR LIFE'. Below the image, there is a short bio: 'This is a sponsored post by Anna Gibson, owner of [AKG Design Studio](#) and an award-winning, certified kitchen and bathroom designer. AKG Design Studio is a boutique design firm specializing in kitchen, bathroom designs and cabinetry sales. Contact Anna at 571-989-2541 or anna@akgdesignstudio.com, and follow her work on [Houzz](#); [Pinterest](#); [Facebook](#) and [Twitter](#).'

Those coming “after we finished a beautiful kitchen [in Reston], and both customers found me on Reston Now.”

Thanks to her RestonNow.com column she receives feedback “from the community, from customers who found me through there... I get very good feedback.”

And not just feedback, but viable leads.

“Since customers read about other projects and interesting information about kitchen and bathroom design, they get to know my expertise before I even talk to them and its usually a done deal when they call,” she said.

“Since customers read about

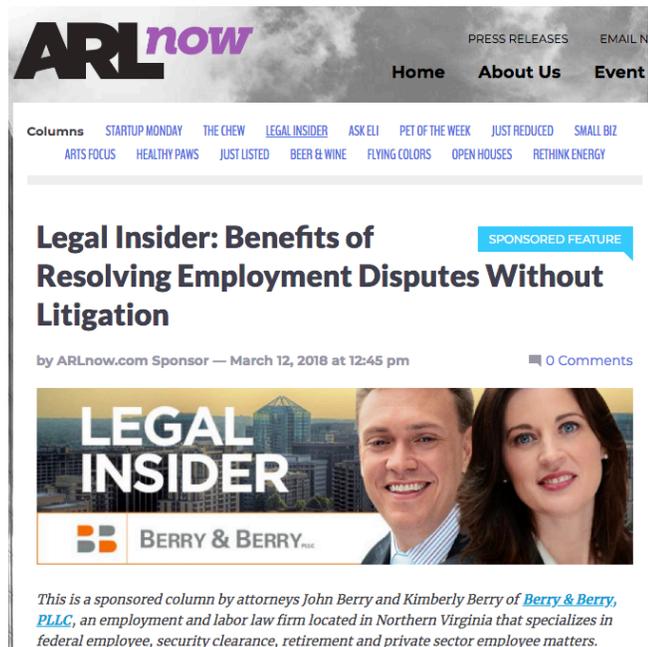


Berry & Berry's Legal Insider Column on ARLnow, Reston Now & PoPville

Berry & Berry recently went from having a column on Reston Now, to expanding their column to all three sites.

“I often ask clients how they found us and many mention they saw our posts on Reston Now and thought we could help,” said John Berry. “And we were able to.

Having an authoritative voice on Reston Now and LNN's other sites is a powerful signal to potential clients.



The screenshot shows the ARLnow website interface. At the top, the ARLnow logo is prominent on the left, with navigation links for 'Home', 'About Us', and 'Event' on the right. Below the logo, there are several category links: 'Columns', 'STARTUP MONDAY', 'THE CHEW', 'LEGAL INSIDER', 'ASK ELI', 'PET OF THE WEEK', 'JUST REDUCED', 'SMALL BIZ', 'ARTS FOCUS', 'HEALTHY PAWS', 'JUST LISTED', 'BEER & WINE', 'FLYING COLORS', 'OPEN HOUSES', and 'RETHINK ENERGY'. The main content area features a sponsored article titled 'Legal Insider: Benefits of Resolving Employment Disputes Without Litigation' with a 'SPONSORED FEATURE' badge. The article is by ARLnow.com Sponsor, dated March 12, 2018 at 12:45 pm, and has 0 comments. Below the title is a banner image with the text 'LEGAL INSIDER' and the Berry & Berry logo. A caption below the banner reads: 'This is a sponsored column by attorneys John Berry and Kimberly Berry of Berry & Berry, PLLC, an employment and labor law firm located in Northern Virginia that specializes in federal employee, security clearance, retirement and private sector employee matters.'

“It very well provides credibility, but it's more of having the consistency [on the site]. Readers may go back and look [at the site]” when they have an issue.



Rosslyn BID's Display Ad on ARLnow

Maureen Goldman realizes the value in paid advertising, and to that end, she enjoys “the luxury of a standing sidebar [display ad] that we use all year round” in ARLnow.com.

Readers do pay attention



“Last fall we did our Harvest Fest for the first time and knew that we had to be catching people’s attention to get them to come to this new event,” she said.

“We did a monthly side bar ad with ARLnow and had several people at the event share that they heard about it through the site. It was great to see that they made it out to our event after seeing our ad on ARLnow.”

The sidebar ads are very visual so whether or not someone is clicking on them, **they’re seeing our logo, seeing our color pallet, seeing our name. For us, [the advertising] is a big awareness campaign.**”

“What ARLnow does, which is great for us, is we can give them two ads and they rotate them,” she said. “Like in June we have the [outdoor] movies and the farmers’ market. We can rotate those.”

“I use that sidebar to swap in and out advertisements about whatever maybe going on in the BID,” she said.

The screenshot shows the ARLnow website interface. At the top, there are navigation links for Home, About Us, Event Calendar, and County Service Form. Below that, there are several category links like ARTS FOCUS, HEALTHY PAWS, etc. The main content area features a news article titled "County Budget Proposal Includes New Parking Meter Rate Hikes" by Bridget Reed Morawski, dated March 27, 2018. The article includes a table with the following data:

Title, Description & Impact	Current Tax/Fee	Proposed FY 2019 Tax/Fee	County Revenue Impact
Fee Increases			
Parking Meters Description: Parking meter rates have remained unchanged since 2015. Impact: The rate increase and hours of operation change are intended to encourage more frequent turnover in parking spaces during hours of greatest demand. Arlington will be more consistent with other rates and hours in the region.	Short Term (less than 4 hours): \$1.50 per hour	Short Term (less than 4 hours): \$1.75 per hour	\$1,575,000 for the rate increase and \$2,200,000 to extend by two hours
	Long Term (more than 4 hours): \$1.25 per hour	Long Term (more than 4 hours): \$1.50 per hour	
Parking tickets for exceeding the time limit on parking meters Description: Increasing the fines for	\$35 per infraction	\$40 per infraction	\$236,457

Two sidebar advertisements are visible. The top one is for "ITALIAN HAPPY HOUR AT THE BAR 3-7 PM" at an authentic Italian restaurant. The bottom one is for "FLOURISH ROSSLYNVA.ORG / BUSINESS" with a purple and white color scheme.

“We can push dining content or a specific event such as a jazz festival in the fall, or use it for a business engagement program.”

Wild Birds Unlimited column on ARLnow

Michael Zuiker has been advertising his 26-year-old [Wild Birds Unlimited](#) in Arlington's Lee-Harrison Center in ARLnow.com for a year. And how does he feel about ARLnow now?

"I wasted gazillions of [marketing and advertising] dollars in my first 25 years here when nothing happened, and this has been a very good, a very positive thing for us," he said.

In addition to the business profile and the press releases he receives as an ARLnow.com member, Zuicker also writes a sponsored column each week called "[Flying Colors](#)," in which he dispenses the kind of bird watching- and -feeding expertise his customers receive in the store.

"I'm having a lot of fun with that and having good response from our customers who come in and say thanks for this, thanks for that," he says. "It's fun, and I like writing so it's been fun for me."

As with other businesses, Wild Birds Unlimited would like to find new business to add to the cadre of loyal customers, but it's not easy finding what are essentially future hobbyists.

"The challenge is always to find new customers to discover us and learn about the hobby of backyard bird feeding and then get turned on by our great service and prices and just enjoy looking at the birds outside," he says.

But the regular columns lead "at least five times a week people come into tell us they enjoy the articles," he said. "It might be more."

