

A photograph of the Arlington, Virginia skyline at dusk. The sky is a deep, dark blue with some light clouds. In the foreground, a large stone bridge with multiple arches spans across the frame. Behind the bridge, a dense line of trees separates the river from the city. The city skyline is visible in the background, featuring several modern high-rise buildings with lit windows. The overall mood is serene and urban.

ARLnow

Local is everything

Photo by Roberto Nickson on Unsplash

Advertising Packages **2021**

*Founded in 2010, ARLnow.com is
Arlington's most-read and most-loved
local news and lifestyle publication.*



Boasting a highly-engaged audience of over a **quarter million monthly users**, ARLnow is nationally-recognized as one of the country's **most successful and innovative** online-only local news outlets. A 2018 Arlington County survey shows that ARLnow is the **No. 1 source of local information** for Arlington residents, above the Washington Post and the county government's own website.

Options Tailored To Your Goals



Build your brand and maintain awareness

BANNER ADVERTISING

Specs

- Skyscraper: 300x600px, appears on desktop and the email newsletter sidebar
- Cinematic: 600x300px, appears on desktop and mobile

Pricing

Skyscraper	\$649/mo
Cinematic	\$549/mo



Establish authority and engage readers

SPONSORED COLUMN

Specs

- Published weekly or biweekly
- Includes graphical banner and intro paragraph
- Up to 1,000 words, 10 links and 3 photos
- May also include embedded media (YouTube videos, Twitter posts, polls)

Pricing

Weekly	\$1,200/mo
Biweekly	\$800/mo



Inform, promote and drive actions

PROMOTED POST

Specs

- Up to 200 words, 5 photos, 3 links
- May also include embedded media (YouTube videos, Twitter posts, polls)

Pricing

A la Carte	\$599/post
Monthly	\$549/mo

See add-on options below



Drive traffic and name recognition

REAL ESTATE FEATURE

Specs

- For Weekly Feature: Same as Sponsored Column.
- For Listing of the Day: Same as Promoted Post. Each post includes listing address, neighborhood, listing price and open house times.

Pricing

Weekly Feature	\$1,200/mo
Listing of the Day	\$349/post



Skyscraper - 300x600px

Appears on desktop, mobile and email newsletter sidebar



Cinematic - 600x300px

Appears on desktop and mobile

Available Discounts

Monthly auto-pay discount: 5%
One-year prepayment discount: 10%

Promoted Post Add Ons

\$100 - Up to 1,000 words, 6 links, 10 photos
\$200 - Targeted Facebook boost
\$400 - Add second social media post and targeted Facebook boost

Bundles and Other Options

1

Dedicated Email Blast

\$899/mo

- A graphical, promotional email exclusively about your organization or event
 - Sent to more than 10,000 opt-in email subscribers
-

2

Both display ads

\$1,099/mo

- Skyscraper and Cinematic
 - Reach readers across desktop, mobile and email
-

3

Skyscraper ad and a monthly promoted post

\$1,099/mo

The power of display advertising and branded content, in one discounted package

4

Weekly column or feature and Skyscraper ad

\$1,749/mo

Supplement your weekly column or feature a Skyscraper ad, to stay top of mind 24/7

5

Standard 3-month combo

\$2,999 total

- Includes three months of Skyscraper ad and two promoted posts
 - A robust, limited-run campaign that will make an impression
-

6

Maximum reach 3-month combo

\$6,499 total

- Includes both display ads for three months, three promoted posts and two email blasts
- A combination of our highest-impact ads and sponsored content offerings.
There is no better way to maximize your message.

Audience & Demographics

Unparalleled local reach in the home of Amazon's HQ2

1.6 Million

PAGEVIEWS EACH MONTH

390,000

UNIQUE VISITORS EACH MONTH

Who reads ARLnow?

The typical ARLnow reader is an affluent young professional between the ages of 25-54, 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.

69%

AGES 25-54

49%

INCOME \geq \$100K

45%

HAVE CHILDREN

38%

GRADUATE-LEVEL
EDUCATION

Social Connection

34,500+

FANS @ FACEBOOK.COM/ARLNOW

51,500+

TWITTER FOLLOWERS
@ARLNOWDOTCOM

13,800+

NEWSLETTER SUBSCRIBERS

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

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."

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 hundreds 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



www.popville.com

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.



www.restonnow.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.



www.alxnow.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.



www.tysonreporter.com

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