



MEDIA KIT

2022

ARLnow
LOCAL IS EVERYTHING

*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 **half 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.

SPONSORED CONTENT

Our most popular content offerings. These one-time posts are simple to produce and are simply effective for driving actions and awareness.

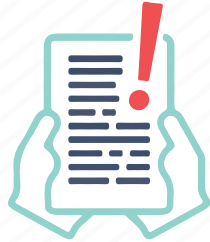


PROMOTED POST (STANDARD)

A post about a topic of your choosing, either written by you or by one of our writers, free of charge. Inform, promote and drive sales. Promoted via Facebook, Twitter, email newsletter, search engines, and on our homepage.

Up to 250 words, 5 photos and 1 embedded video or social post.

\$649
(one-time) **\$599/mo**
(recurring)



PROMOTED POST (LONG)

A longer Promoted Post for the times when you need more words to get your message across.

Up to 1,000 words, 10 photos and 3 embedded video or social post.

\$749
(one-time) **\$699/mo**
(recurring)



JOB OF THE DAY

Get more quality candidates for your open position by reaching our highly-educated and engaged local audience. We publish no more than one JOTD per day, per site. Promoted via Facebook, Twitter, email newsletter, search engines, and on our homepage.

Post and promote a job listing, up to 250 words (written by you), with a link to apply for the job. Also includes a photo at the top of the post.

\$299



LISTING OF THE DAY

Generate more buyer interest in a property while boosting your personal brand. We publish no more than one LOTD per day, per site. Promoted via Facebook, Twitter, email newsletter, search engines, and on our homepage.

Each post includes listing address, neighborhood, listing price, open house times, and a description up to 250 words (written by you), plus up to 5 photos. The property should be in or very close to a site's coverage area.

\$349

UNIVERSAL DISCOUNTS

Nonprofit discount: 10%

Recurring credit card billing: 10%*

Twelve-month prepayment discount: 12.5%

**Cancel anytime. Does not apply to fixed length campaigns. Discounts cannot be combined.*

SPONSORED CONTENT ADD-ONS

Extra social promotion (second post on FB and Twitter): **\$150**

Professional on-site photo shoot: \$499

DISPLAY ADVERTISING

Our ads are great for branding and awareness campaigns. They'll reach a large audience at a relatively low fixed monthly rate. Pricing includes free ad design, if desired.



SKYSCRAPER

Big and bold, at an industry standard 300x600px. Appears on the sidebar on a desktop computer and in the content stream on mobile. Also appears in our email newsletter.

\$649/mo



BILLBOARD

Plenty of room for your message at a cinematic 600x300px. Appears in the content stream on a desktop computer and at the top of all mobile pages.

\$549/mo



EMAIL BLAST

Advertisers can't get enough of our email blasts, which we limit to no more than 1-2 per week, depending on the site. The reason is simple: email blasts reach a premium audience and really drive sales.

\$899



SOCIAL BLAST

Modest social following? Don't sweat it, we'll turn you into a local influencer for a day with our huge following and trusted brand. Social blasts are sent via Facebook, Twitter and Instagram, and further promoted with paid boosts.

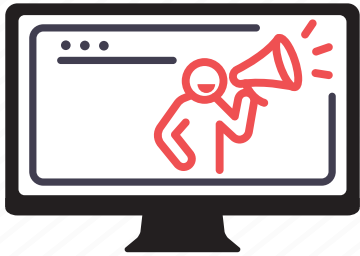
\$999

BLASTS

When you want to make a big splash in a short amount of time, book a blast. We limit the number of blasts that are published on any given week in order to ensure that they remain highly effective. Suitable for both branding and direct response campaigns.

RECURRING FEATURES

The superpower of recurring columns and features: readers don't care that it's an ad. Columns and features are meant to be informative, providing useful local information that people want to know, rather than promotional. But you still get a branding and awareness lift, demonstrate thought leadership and, in some cases, attract hundreds or even thousands of people to your website with each post.



SPONSORED EDITORIAL

This is a weekly or biweekly feature sponsored by you and written by us. Your branding + compelling local content = attention and affinity.

Examples include:

Pet of the Week (users submit photos of their pets and we select one each week, or opt to profile an adoptable pet)

Startup Monday (profiles of local startup companies)

Weekly Profile (profiles of notable locals and nonprofits)

Ask for price

Pricing depends on complexity of the content being produced.



SPONSORED COLUMN

This is a weekly or biweekly column written by you and published by us. It's intended to be informative and not directly self-promotional, which maximizes audience engagement, search engine performance and your brand authority. Potential columns include:

Legal Matters (discussion of personal injury, criminal or employment law)

Real estate Q&A (Q&A style column about general residential real estate matters)

Just Reduced (properties that were just reduced in price, linking back to a listing on your website)

Just Listed (properties that just hit on the market, linking back to a listing on your website)

Just Sold (properties that just sold, linking back to a listing on your website)

Open Houses (properties that are hosting open houses, linking back to a listing on your website)

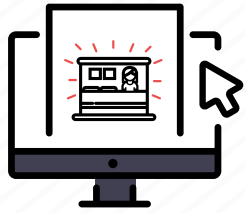
Community Insider (restaurant reviews, listings of fun things to do and other neighborhood-specific information)

\$1,500/mo
weekly

\$1,000/mo
biweekly

CONTENT STUDIO

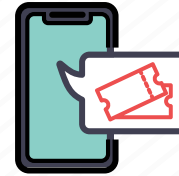
Fully harness the power of sponsored content with the LNN Content Studio. We take time to carefully and creatively craft each gallery, article, call to action and social post involved, in consultation with you. You'll love the results.



BUSINESS PROFILE

Your business, thoughtfully profiled by an experienced writer. Tell the local community your story, your way. And keep telling that story, through residual search engine traffic. The profile also includes a professional photoshoot, and you can use the photos for your own projects, too.

\$1,199

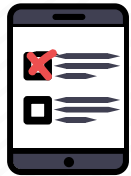


EVENT HIGHLIGHT

This specialized package leverages our most effective advertising options in conjunction with our event calendar and Facebook presence to make a big splash for your organization's big day.

You get: An sponsored post about your event, an event on our Facebook page, and a featured listing in our event calendar. Post shared via: Facebook (x2), Twitter (x2), and in our daily newsletter.

\$999



POLL POST

Wondering what the community really thinks about something? A sponsored poll gives you an unvarnished look at real local opinions. Get a representative sample from your target market thanks to our unparalleled reach. Limited to one poll question and no more than six answers.

\$899



CONTEST

Contests are a highly-engaging way to put your brand front and center in a local market. Run a photo contest, a "cutest pet" contest or something similar, and readers will be emailing all their friends and asking them to view your sponsored content (and to vote). Must supply a prize with a minimum value of \$250.

\$1,999



FORM POST

It's a Promoted Post, but with a twist: readers can take actions directly in the post, rather than relying on click thrus. Potential actions include email signups, donations, or others achievable through embedded code.

\$899



GIVEAWAY

This is simple but effective way to generate new business. Readers sign up for a sweepstakes giveaway – you supply the prize, minimum value \$250 – and we pick the winner (or winners). Then, we email all of the entrants who didn't win with a special offer from you as a consolation prize.

\$1,499

BUNDLES

Why limit yourself to just one thing? Maximize your reach and score a discount with these bundles, curated based on which combinations have been popular with clients over the past few years.

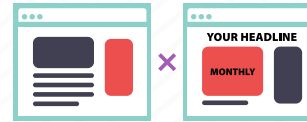
BOTH DISPLAY ADS



Get the best of both worlds, with a Skyscraper ad and a Billboard ad.

\$999/mo

SKYSCRAPER + MONTHLY POST



Our most popular display ad and our most popular sponsored content option (a standard-length Promoted Post) work great together. Build awareness and affinity, then convert that to actions.

\$1,199/mo

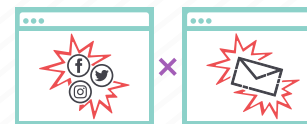
PROMOTED POST + EMAIL BLAST



Get a big response and save a little money with this combo of our two most in-demand options. Includes a standard length Promoted Post.

\$1,499

SOCIAL BLAST + EMAIL BLAST



Why limit yourself to just one blast? Get them both at a discount with this go-to combo.

\$1,799

STANDARD 3 MONTH COMBO



A robust, limited-run campaign that will make an impression. Includes three months of Skyscraper ad and two standard length Promoted Posts.

\$2,999

MAXIMUM REACH 3 MONTH COMBO



A combination of our highest-impact ads and sponsored content offerings. Includes both display ads for three months, three standard length Promoted Posts and two Email Blasts. There is no better way to maximize your message.

\$6,499

UNPARALLELED LOCAL REACH IN THE HOME OF AMAZON'S HQ2

19.3 Million

YEARLY PAGEVIEWS

511,000

UNIQUE MONTHLY VISITORS

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

37,000+

FANS @ FACEBOOK.COM/ARLNOW

54,500+

TWITTER FOLLOWERS
@ARLNOWDOTCOM

15,500+

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."

Our advertisers

We value each of our roughly 250 yearly clients. Here are a few:



Arlington County



Arrowine



District of Columbia



Fairfax County



George Mason University



Georgetown Events



JBG SMITH



McEneaney Associates



National Landing BID



RLAH Real Estate



Smithsonian Institution



The Boro Tysons



Van Metre



Vida Fitness



Virginia Tech

LOCAL NEWS NOW SITES

ARLnow

MARKET: Arlington, Va.
(pop. 238k)

OWNED AND OPERATED

ALXnow

MARKET: Alexandria, Va.
(pop. 159k)

FFXNOW

MARKET: Fairfax County,
Va. (pop. 1.15m)



MARKET: Washington, D.C.
(pop. 690,000)

PARTNERS



MARKET: Alexandria, Va.
(pop. 159k)



MARKET: Prince William County and
Stafford County, Va. (pop. 636k)

**LAKE & MCHENRY
COUNTY SCANNER**

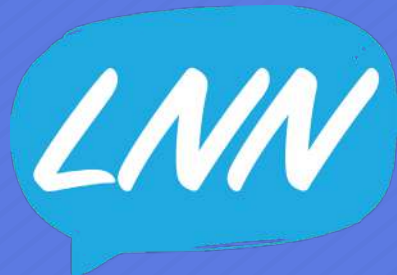
MARKET: Lake County and
McHenry County, Ill. (pop. 1.02m)



MARKET: D.C. metro area
(pop. 6.4m)



MARKET: D.C. metro area
(pop. 6.4m)



ABOUT

Local News Now is a publisher of high-quality, originally-reported local news in the Washington, D.C. area. We offer cost-effective, customized advertising and marketing solutions for local businesses. As a local media company, we are hyper-focused on building engaged online communities by providing original local content that's interesting, useful and updated frequently. LNN's advertising options offer local businesses and organizations innovative and engaging ways to reach geographically-targeted consumers

AD OPTIONS FOR ALL LNN SITES: <https://www.lnnllc.com/advertise>