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 recent 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

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.

$649

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

$749

Up to 1,000 words, 10 photos and 3 embedded videos or social posts.

Add extra Facebook and Twitter post: +$150

INTERACTIVE CONTENT

Make your sponsored content an interactive experience for readers. Encourage engagement via a fun contest with prizes, an interesting poll, or a form that allows you to provide potential customers with a discount or another enticement.

ENGAGEMENT POST

Wondering what the community really thinks about something? Post an interactive poll that gives you an unvarnished look at real local opinions. Or, make it an interactive form and gather email addresses and other contact information from readers who are interested in what you have to offer. You can encourage submissions by offering a discount, an e-book, or another enticement.

$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. Or, make it a sweepstakes giveaway and simply offer prizes for randomly selected entrants. Either way, your content will have readers emailing their family and friends, encouraging them to enter or vote. Must supply a prize with a minimum value of $250.

$1,999

Contest w/ voting

$1,499

Giveaway
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.

$999

**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

**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.

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.

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RECURRING FEATURES

The superpower of recurring features is that readers don’t care that it’s an ad. Our columns are meant to be informative, providing useful local information that people want to know. While readers get value from your writing, you get a branding and awareness lift and often hundreds -- sometimes thousands -- of clicks.

SPONSORED COLUMN
This is a weekly or biweekly column you write. This format is optimized for audience engagement and search engine performance. 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)
Community Insider (restaurant reviews, listings of fun things to do and other neighborhood-specific information)

| $1,500/mo weekly | $1,000/mo biweekly |

REAL ESTATE VISIBILITY PACKAGE
If you’re a real estate agent, appearing in the occasional magazine issue or mailing is not enough to stay top of mind of potential clients. Our visibility package solves that problem by making sure you and your properties frequently appear on the site. This discounted package combines an ongoing Billboard ad with monthly credits that you can use for a Listing of the Day post, sponsored listings in our weekly Open House and Rental posts, or a full profile of you complete with professional photograph. Credits roll over monthly so you never lose them during a slow month.

$799/mo

Upgrade to Skyscraper ad: +$100/mo
The brand new LNN Content Hub is a one-stop shop for posting everything from events to jobs to press releases on our sites. Most can be submitted for free, or you can further boost your content on the site, on our email newsletters, and via our social media accounts.
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.

<table>
<thead>
<tr>
<th>BUNDLES</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOTH DISPLAY ADS</td>
<td>Get the best of both worlds, with a Skyscraper ad and a Billboard ad.</td>
<td>$999/mo</td>
</tr>
<tr>
<td>SKYSCRAPER + MONTHLY POST</td>
<td>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.</td>
<td>$1,199/mo</td>
</tr>
<tr>
<td>PROMOTED POST + EMAIL BLAST</td>
<td>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.</td>
<td>$1,499</td>
</tr>
<tr>
<td>SOCIAL BLAST + EMAIL BLAST</td>
<td>Why limit yourself to just one blast? Get them both at a discount with this go-to combo.</td>
<td>$1,799</td>
</tr>
<tr>
<td>SUPER REACH 3 MONTH COMBO</td>
<td>A robust, limited-run campaign that will make an impression. Includes three months of Skyscraper ad and two standard length Promoted Posts.</td>
<td>$2,999</td>
</tr>
<tr>
<td>MAXIMUM REACH 3 MONTH COMBO</td>
<td>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.</td>
<td>$6,499</td>
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UNPARALLELED LOCAL REACH IN THE HOME OF AMAZON'S HQ2

16 Million
YEARLY PAGEVIEWS

500,000+
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 ≥ $100K
45% HAVE CHILDREN
38% GRADUATE-LEVEL EDUCATION

Social Connection

42,900+
FACEBOOK FOLLOWERS
@ARLNOW

19,300+
INSTAGRAM FOLLOWERS
@ARLNOWDOTCOM

55,800+
TWITTER FOLLOWERS
@ARLNOWDOTCOM

15,700+
NEWSLETTER SUBSCRIBERS
What our readers are saying

- **28%**
  Made a purchase based on an ARLnow ad or sponsored article in 2022.

- **38%**
  Can recall an ad or sponsored article from within the past month.

- **89%**
  Like the ads on ARLnow.

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
- McEnearney Associates
- National Landing BID
- RLAH Real Estate
- Smithsonian Institution
- The Boro Tysons
- Van Metre
- Vida Fitness
- Virginia Tech
MARKET: Arlington, Va. (pop. 238k)
MARKET: Alexandria, Va. (pop. 159k)
MARKET: Fairfax County, Va. (pop. 1.15m)
MARKET: Washington, D.C. (pop. 690,000)
MARKET: Prince William County and Stafford County, Va. (pop. 636k)
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://lnn.co/advertise