



MEDIA KIT

2024

**ARL**now  
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 nearly a half million monthly users, ARLnow is nationally-recognized as one of the country's most successful and innovative online-only local news outlets. An 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.

# STANDARDS

Our most popular options, newly optimized

## Skyscraper Ad



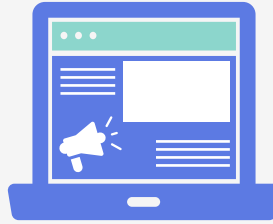
Big and bold, at an industry standard 300x600px. Appears on the sidebar on a desktop computer and in the content stream on mobile. Also appears in our email newsletter.

Est. impressions:  
~300,000

**\$650/mo** or  
**\$6,500/yr**

FREE – Ad design

## Billboard Ad



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.

Est. impressions:  
~200,000

**\$550/mo** or  
**\$5,500/yr**

FREE – Ad design

## Sponsored Post



Inform, promote and drive sales. Promoted via social media, email newsletter, search engines and on our homepage. Simple to produce and simply effective.

**\$700** or  
**\$7,000/yr**  
(new post monthly)

FREE – Three promotional social posts on Facebook (1x) and Twitter (2x)

**\$1,000/mo or \$10,000/yr – Both ads combined**

# SPECIALTIES

Engage with readers in the right way, at the right moment

## Email Blast



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.

**\$1,000**

**17,500 subscribers**

## Social Blast



We'll turn you into a local influencer for a day with our big following and trusted brand. Social blasts are sent via Facebook, Twitter and Instagram, then further promoted with paid boosts.

**\$800**

## Listing of the Day

Includes a description, a link, and a photo gallery. Daily slots are first come, first serve. Submit directly via our Content Hub or purchase in bulk with an account rep.

**\$349**

## Content Hub



**Announcements**



**Events**



**Homes**



**Jobs**

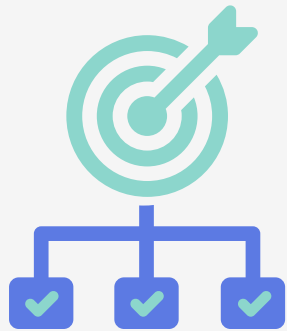


**Post now: [Inn.co/post](https://inn.co/post)**

# BUNDLES

Get even more reach and deeper discounts

## Splash

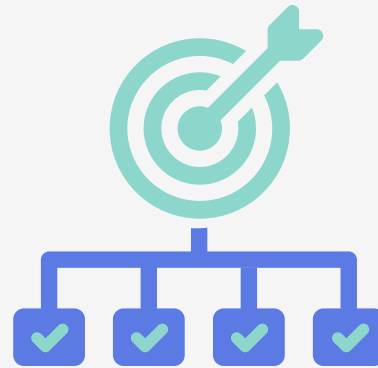


Make a splash by combining both display ads and a quarterly Enhanced Sponsored Post.

**3 mos: \$3,500**

**1 yr: \$12,000**

## Super

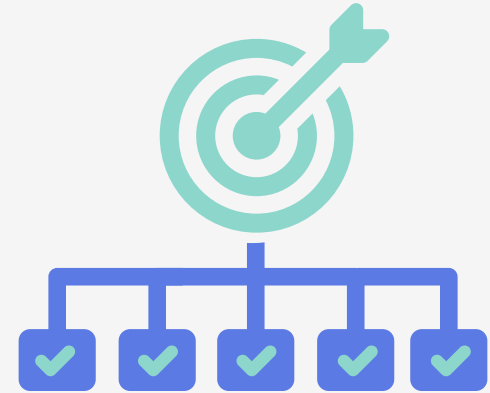


A robust campaign that makes an impression. Combines both display ads, monthly Enhanced Sponsored Posts and quarterly email blasts.

**3 mos: \$5,500**

**1 yr: \$20,000**

## Maximum

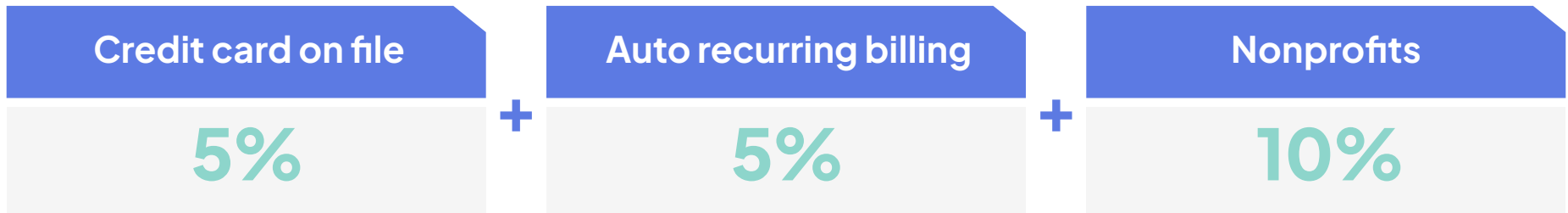


There is no better way to maximize your message. Combines both display ads (2x impressions), monthly Enhanced Sponsored Posts, a quarterly social blast and a quarterly email blast.

**3 mos: \$7,500**

**1 yr: \$28,000**

# Discounts



DISCOUNTS CAN BE COMBINED

# Readership Stats

## 16 Million

YEARLY PAGEVIEWS

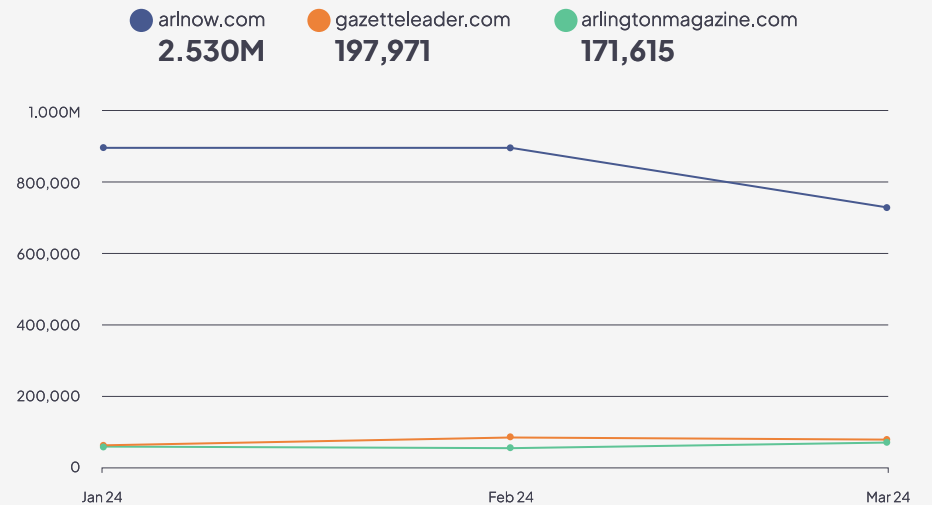
## 400,000

UNIQUE MONTHLY VISITORS

Who reads ARLnow? Everybody.



## Visits Over Time: Jan 2024 - Mar 2024



Source: SimilarWeb

## Our advertisers



## 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."*

*"It looks great and people have already been reaching out to us due to the ads! Thanks so much!"*

## Reader Surveys

**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.

## Our sites

### Owned and Operated

**ARLnow**

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

**ALXnow**

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

**FFXNOW**

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

### Partners



MARKET: Montgomery County, Md. (pop. 1.06m)



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



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



Local News Now publishes and partners with some of the D.C. area's most-read and most-loved local news sites. Our innovative local advertising options have helped us grow our annual client count since our founding in 2010.

**AD OPTIONS FOR ALL LNN SITES: <https://lnn.co/advertise>**