

## Advertising Rates Effective through 5/1/13 - 6/30/13

- **Homepage Sidebar**
  - \$500/mo, \$125/week (100% Share of Voice, variable position)
- **Masthead Top**
  - Not available at this time
- **Homepage River**
  - Negotiable
- **Article Sidebar**
  - \$1,250/month (25% Share of Voice)
- **Article Leaderboard**
  - \$400/month, \$100/week (10% Share of Voice)
- **Social Advertising Add-On**
  - \$100/month
- **Email Newsletter**
  - \$200/month (100% Share of Voice, variable position)
- **Featured Event**
  - \$25 for businesses, \$15 for non-profit organizations
  - Purchase online: <https://www.arlnow.com/submit-event/>
- **Service Directory Listing**
  - \$250/year (includes "thank you" article)
  - Purchase online: <https://www.arlnow.com/submit-service/>
- **Help Wanted Highlight**
  - \$75/position (subject to review)
- **Sponsored Contest, Weekly Sponsored Column, Ask Me (Almost) Anything, Social Media Consulting, Video Production**
  - Ask
- **Professional ad design**
  - \$100/ad (non-animated)
  - FREE (one free display ad per position with \$500 or greater advertising purchase)