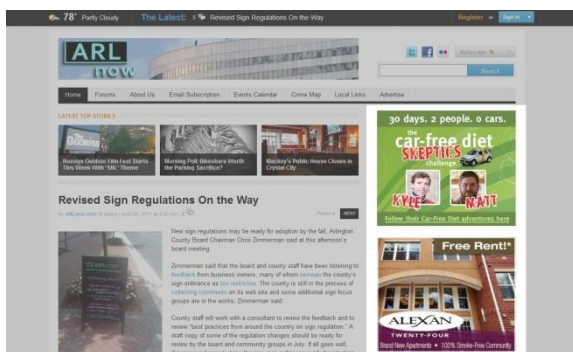


## Event Banner ROS (1030x60)

\$150/weekday

\$125/weekend (Sat. + Sun.)

- Approx. 30,000 impressions/weekday
- 100% SOV on all site pages
- Maximum visibility
- Restrictions apply

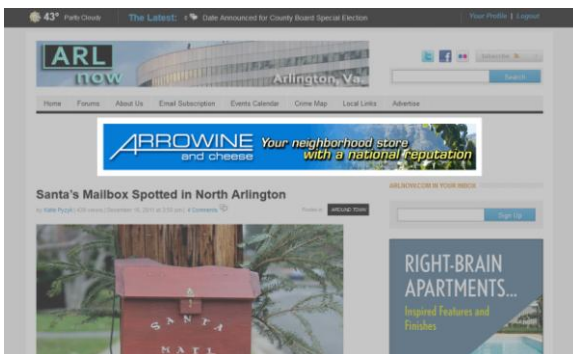


## Homepage Sidebar (300x250)

\$400/month

\$100/week

- Approx. 350,000 impressions/month
- 100% rotation among up to 20 ad slots
- Excellent response rate

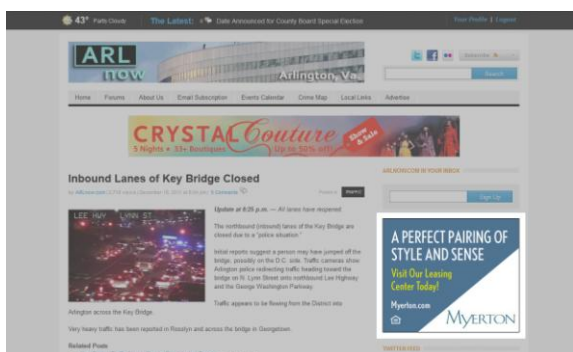


## Article Top (728x90)

\$300/month (1/8 SOV)

\$600/month (1/4 SOV)

- Approx. 350,000 impressions/month
- Adobe Flash compatible
- Premiere positioning



## Article Sidebar (300x250)

\$200/month (1/8 SOV)

\$400/month (1/4 SOV)

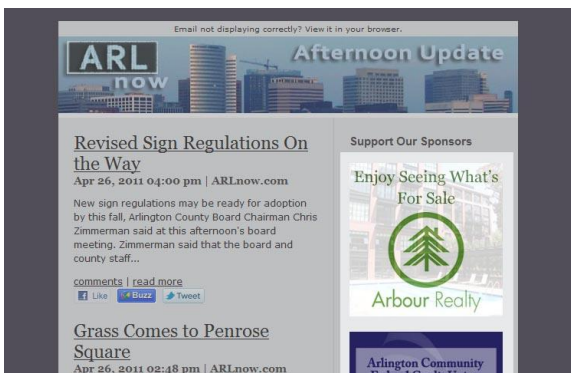
- Approx. 350,000 impressions/month
- Adobe Flash compatible
- Affordable and effective

(Prices valid through 3/31/12)



## WTOP Arlington Articles (300x250) \$50/month (1/2 SOV)

- ARLnow.com articles featured on WTOP.com
- Some articles highlighted on WTOP homepage
- Ad sold directly by ARLnow.com



## Email Newsletter (200x200) \$100/month \$25/week

- Approx. 3,750 subscribers
- Ad height flexibility
- Motivated, locally-focused readers

## Long-Term Discount *(Homepage, article and email ads only)*

**3 Months**  
10%

**6 Months**  
15%

**12+ Months\***  
20%

\* Billed quarterly. Client may cancel long-term advertising contract at the end of a quarterly billing period, with one month notice.

## Professional Ad Design

**Non-animated**      \$75

**Flash / Specialty**      Ask

*(Prices valid through 3/31/12)*

## Ad Formats Accepted

**Leaderboard**  
JPG, GIF, PNG, Flash  
Up to 60kb

**Homepage, Event Banner**  
JPG, GIF, PNG  
Up to 50kb

**Email Newsletter**  
JPG, GIF  
Up to 40k

## Ad Scheduling / Rotation

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<b>Homepage, article and WTOP ads</b>	Scheduling and rotation available. Multiple ad creatives may be placed into equal rotation.
<b>Email and event banner ads</b>	Rotation not available. Creative can be changed upon request once per week (email) or once per day (event).

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**Customer Service Contact Information:** ARLnow.com can be reached via phone (571-210-0275), fax (703-563-0527) or email (arlingtonnews@gmail.com). In most cases, a representative will respond to customer service requests within one (1) business day.

**Event Banner ROS Restrictions:** No personal ads. Content of ad subject to editorial/design approval. Event banner campaign may not exceed seven (7) days.

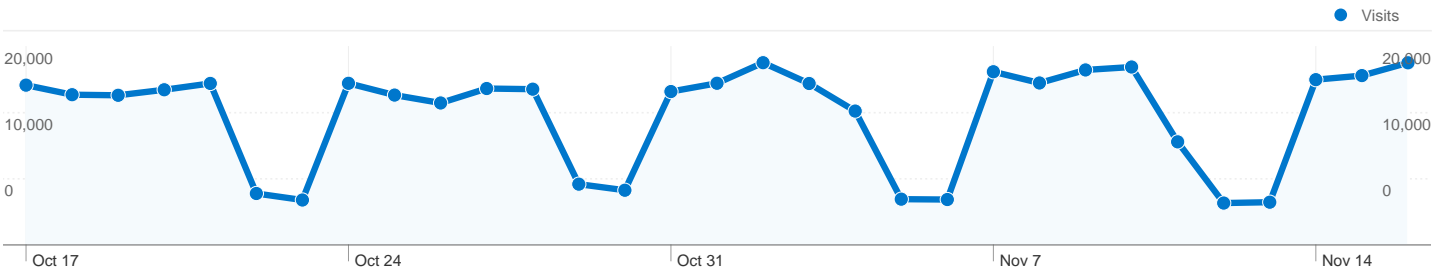
**Refund/Cancellation Policy:** Clients may request a refund in the event that their advertising campaign is disrupted due to an error or extended technical problems on the part of ARLnow.com. (Any web site outages or other technical issues that cumulatively lasts longer than 24 hours in a one month period will be considered an extended technical problem.) It will be at ARLnow.com's sole discretion whether to issue a full refund of the most recent billing period or whether to reimburse the client for the actual time period of the disruption.

Advertising campaigns may be suspended within 48 hours of a client's request. The campaign can be resumed within 72 hours of a client's request. If a campaign cannot be resumed due to a lack of advertising inventory, a refund of the remaining campaign time will be issued.

Other refund or cancellation requests will be considered at the sole discretion of ARLnow.com.

ARLnow.com accepts checks, e-checks, PayPal and credit cards.

*(Prices valid through 3/31/12)*



**Site Usage**

**406,370** Visits

**66.70%** Bounce Rate

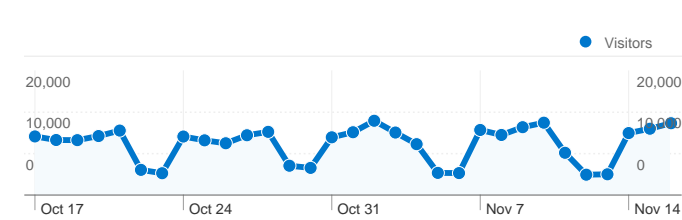
**774,653** Pageviews

**00:03:08** Avg. Time on Site

**1.91** Pages/Visit

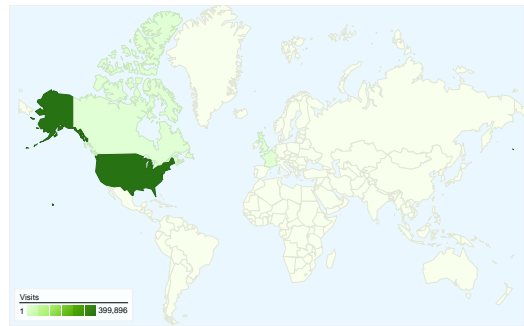
**21.89%** % New Visits

**Visitors Overview**

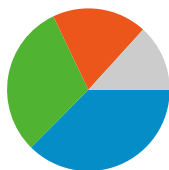


**Visitors**  
**116,139**

**Map Overlay**



**Traffic Sources Overview**



- **Direct Traffic**  
152,138.00 (37.44%)
- **Search Engines**  
123,758.00 (30.45%)
- **Referring Sites**  
76,605.00 (18.85%)
- **Other**  
53,869 (13.26%)

**Content Overview**

Pages	Pageviews	% Pageviews
/	393,311	50.77%
/forums/	18,390	2.37%
/2011/11/02/steak-and-cheese-	9,595	1.24%
/2011/10/27/president-obama-	6,165	0.80%
/page/2/	6,066	0.78%