



MEDIA KIT

2024

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 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. 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.

STANDARDS

Our most popular options, newly optimized

Skyscraper Ad



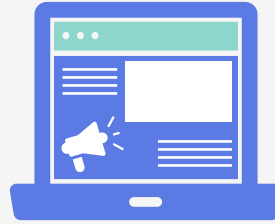
Big and bold, at an industry standard 300x600px. Appears on the sidebar on a desktop computer and in the content stream on mobile. Also appears in our email newsletter.

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 Facebook, Twitter, email newsletter, search engines and on our homepage. Simple to produce and simply effective. Writing services available.

\$650 or
\$6,500/yr
(new post monthly)

FREE – Up to 10 photos in a gallery and 2 embedded videos or social posts

\$150 – Enhanced Sponsored Post w/ paid Facebook boost, second Twitter post, optional interactive element (poll, signup form or quiz)

\$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

16,500+ 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

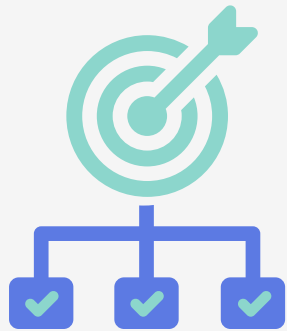


Post now: [Inn.co/post](https://inn.co/post)

BUNDLES

Get even more reach and deeper discounts

Splash

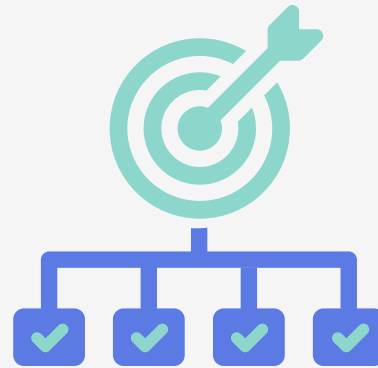


Make a splash by combining both display ads and a quarterly Enhanced Sponsored Post.

3 mos: \$3,500

1 yr: \$12,000

Super

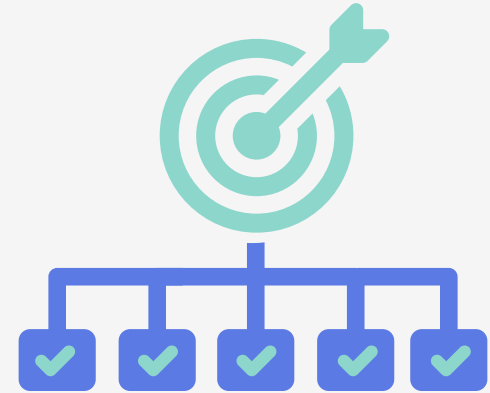


A robust campaign that makes an impression. Combines both display ads, monthly Enhanced Sponsored Posts and quarterly email blasts.

3 mos: \$5,500

1 yr: \$20,000

Maximum

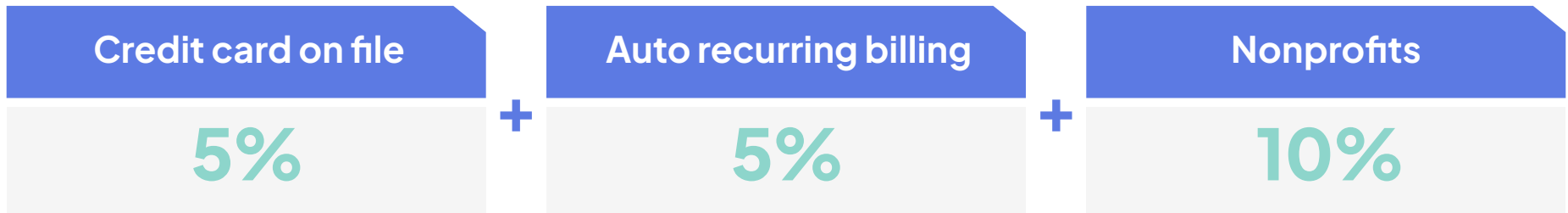


There is no better way to maximize your message. Combines both display ads (2x impressions), monthly Enhanced Sponsored Posts, a quarterly social blast and a quarterly email blast.

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?

ARLnow offers unparalleled local reach in the home of Amazon's HQ2. The typical 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



47,500

FACEBOOK FOLLOWERS
@ARLNOW



24,000

INSTAGRAM FOLLOWERS
@ARLNOWDOTCOM



57,500

TWITTER FOLLOWERS
@ARLNOWDOTCOM

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>