

AD PACKAGES: SUSTAINED EXPOSURE

* Three-month commitment required

“THE GOLD STANDARD”

- Sidebar ad paired with an ad in our email newsletter
- Appears on desktop, mobile and in your customers' email inboxes
- An ideal combination of value and reach
- Complimentary ad design

ARLnow \$679/mo

Borderstan
Capitol Hill \$399/mo
Reston

“THE HIGHLIGHT”

- Leaderboard or Billboard ad
- One Deal of the Day, Dish of the Day or Listing of the Day post per month
- Great value that reaches our audience with a display ad and sponsored content
- Complimentary ad design

ARLnow \$549/mo

Borderstan
Capitol Hill \$429/mo
Reston

“THE PLATINUM”

- Sidebar ad + Skyscraper ad + Email ad
- Social ad enhancement
- Complimentary ad design
- Our most effective ad solutions, together in a discounted package

ARLnow \$1,099/mo

Borderstan
Capitol Hill \$749/mo
Reston

“THE REALTOR SPECIAL”

- Display ads in our real estate section, promoting you as an agent
- One Listing of the Day and three Featured Listings per month
- Complimentary ad design
- Specially designed for real estate pros

ARLnow \$999/mo

Borderstan
Capitol Hill Not avail.
Reston



AD PACKAGES: BIG SPLASH

“THE LIFT OFF”

- A Promoted Post written by our our team, after a creative consultation with yours
- Includes a month of ads to promote your post plus paid Facebook boost
- Get the word out fast
- Includes complimentary ad design

ARLnow	\$999
--------	-------

Borderstan Capitol Hill Reston	\$649
--------------------------------------	-------

“THE TAKEOVER”

- You take over the background of our site for three days (four if including a weekend)
- Proceeded or followed by a month of Sidebar ads to hammer home the message
- Our website becomes your billboard

ARLnow	\$1,799
--------	---------

Borderstan Capitol Hill Reston	\$999
--------------------------------------	-------

“THE CONTEST”

- We design a compelling reader contest, featuring your brand & prizes
- Examples include a branded photo contest, haiku contest or sweepstakes
- Includes minimum of 3 homepage posts plus social media promotion

ARLnow	\$1,999
--------	---------

Borderstan Capitol Hill Reston	\$1,199
--------------------------------------	---------

“THE MAIN EVENT”

- A one month promotional plan for your special event
- Featured event in our event calendar
- Facebook listing and boost for event
- Includes an add'l social media mention and a shout out on our homepage

ARLnow	\$399
--------	-------

Borderstan Capitol Hill Reston	\$299
--------------------------------------	-------