

ARLnow

2018 MEDIA KIT

WHAT OUR READERS ARE SAYING:

"Clear and concise reporting on the wide range of community events, issues."

"ARLnow is my one stop shop for all news in the area."



ABOUT **ARL**now

Every day, tens of thousands of Arlingtonians read ARLnow to catch up on local news, events and other community happenings. As Arlington, Virginia's premier local news and lifestyle publication, we are in a unique position to help regional brands and local businesses alike reach those who live and work here. ARLnow has served dozens of Arlington's most prominent businesses since our founding in 2010 and we look forward to serving yours as well.

OTHER LOCAL NEWS NOW SITES

POPville
www.popville.com

PoPville is one of D.C.'s most-read local publications, with a quarter million visitors each month and content geared toward young professionals and families.

restonnow
www.restonnow.com

Reston Now is Reston, Virginia's go-to online local news source, providing a one-stop shop for any organization seeking to reach those who live and work along the Silver Line corridor.

*** THE RUNNER'S SOURCE FOR THE DC AREA
RUNWASHINGTON
www.runwashington.com

Founded in 1984, RunWashington is the D.C. region's #1 resource for runners, triathletes and fitness enthusiasts. RW boasts the top Google spot for those looking for local races.

Tyson's
REPORTER
www.tysonreporter.com

Launching in September 2018, Tyson's Reporter will be the first daily news outlet dedicated to covering local happenings in the dynamic and developing Tyson's community.

The screenshot shows the ARLnow website interface. At the top, there's a navigation bar with 'Home', 'About Us', 'Event Calendar', and 'Thank Our Advertisers'. Below that is a banner for 'Give More. Stress Less.' with a 'Connect' button and social media icons. The main content area features a headline: 'Ballston Quarter Mall to Add 18-Restaurant Food Hall' with a sub-headline 'AROUND TOWN'. Below the headline is a photo of the mall's interior, showing a large food hall with various restaurants and seating areas. To the right of the main article is a sidebar with a featured article titled 'You Don't Have to Interview the #1 Remodeler in Arlington, but Why Wouldn't You?' and a bar chart showing the 'Number of Building Permits Pulled in Arlington County since the year 2000'. Below the chart is a 'Click for Larger Graph' button and logos for 'Cook Bros.' and 'COOK BROS. COMMERCIAL RESTAURANTS'. At the bottom, there's a 'recent articles' section with links to 'Arlington Under Wind Chill Advisory' and 'ARLnow Holiday Weekend Discussion'.

The renovated [Ballston Quarter Mall](#) will have a 25,000-square-foot food hall, developer Forest City announced today (Tuesday).

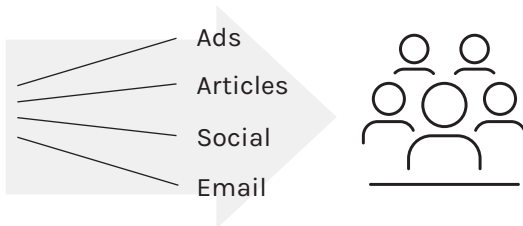
PREMIUM BRAND PACKAGES

We are currently seeking a limited group of brand advertisers for our premium packages. This well-rounded marketing package gets your message across to hard-to-reach local consumers. Premium brand packages include everything you need to consistently and effectively reach your target audience.

What's included in a Premium Brand Package?

- 1 sidebar ad - 100% SOV
- 1 promoted post/quarter
- 1 partner directory listing
- 1 featured event, coupon or community post/month
- Free ad design and promoted post writing upon request
- Free enhanced reporting and advertising enhancements
- Dedicated account representative
- Quarterly performance report

**Your
Message**



Additional premium benefits offered at three levels:

Silver \$1,000/month (max. 10 clients)

- + Afternoon Update email ad

Gold \$1,600/month (max. 5 clients)

- + Cinematic ad - 100k impressions (est.)
- + Afternoon Update email ad
- + 1 social media shout out per month (written by us on Facebook, Twitter, and/or Instagram)

Platinum \$2,200/month (max. 5 clients)

- + Cinematic ad - 200k impressions (est.)
- + Afternoon Update email ad
- + 2 social media shout outs per month (written by us on Facebook, Twitter, and/or Instagram)
- + 1 podcast sponsorship

DISPLAY ADVERTISING

A. Takeover Ad \$999/day

- + At top of all pages
- + 4:1 ratio on desktop, 2:1 ratio on mobile
- + Available early 2019

B. Sidebar Ad \$549/mo

- + Typically 250K impressions/mo
- + 300x250px (high resolution 600x500px also accepted)

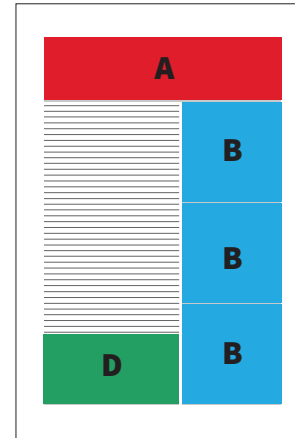
C. Skyscraper Ad \$549/month

- + 300x600px
- + Highest click-thru rate on site

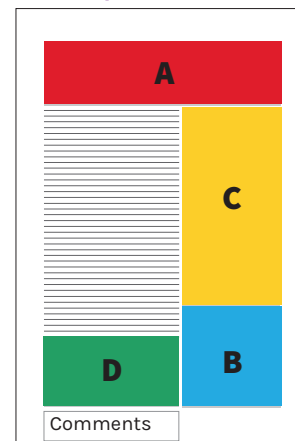
D. Cinematic & Mobile Ad \$439/mo (each)

- + Appears between homepage posts/at top of mobile pages
- + Typically 100K impressions/mo
- + 600x300px (cinematic), 320x100px (mobile)

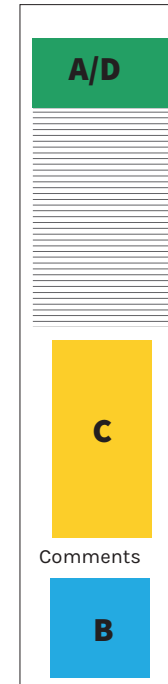
Desktop homepage



Desktop article



Mobile



SPONSORED CONTENT



SPONSORED FEATURE

Powerful branding vehicle allows you to be the community's expert on a given topic. Can also be used to capture lead-generating clicks. Published weekly or biweekly.

Contact us for pricing



PROMOTED POST

A one-time informative article published on our homepage and shared via social media. Puts your organization's message in front of 10,000s of readers.

\$599/post



FEATURED LISTING

A promoted post specifically for real estate listings or job listings.

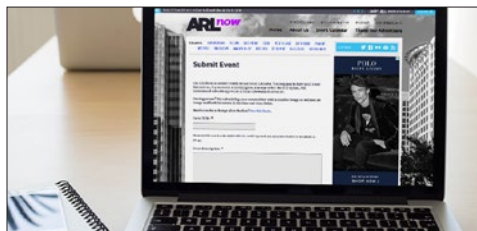
\$299/post



DEDICATED EMAIL BLAST

A graphical, promotional email exclusively about your organization or event blasted out to thousands of our subscribers.

\$849/email - 12,000 subs



SELF-SERVE CONTENT

Self-publish featured events, press releases and other content directly to our site.

Visit arlnow.com/post

Writing services are provided free of charge, upon request, for promoted posts.

	Max word count	Max photos*
Spons. Feature	600	10
Promoted Post	300	10
Featured Listing	150	10
Self-Serve Content	No Limit	1
Email Blast	N/A	N/A

*all submitted photos must be horizontal


AUDIENCE & DEMOGRAPHICS

UNPARALLELED LOCAL REACH:

1.2 Million
Pageviews each month

250,000
Unique Visitors each month

SOCIAL CONNECTION:

 25,000+ fans facebook.com/ARLnow

 41,000+ followers [@ARLnowDOTcom](https://twitter.com/ARLnowDOTcom)

 12,000 newsletter subscribers

WHO READS ARLNOW?

The typical ARLnow reader is an affluent young professional between the ages of 25-44, 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.

53%
Ages 25-44

51%
Income ≥ \$100K

43%
Have children

82%
Repeat visitors

79%
Politically engaged

43%
Mobile pageviews

OUR READERS & ADVERTISERS

WHAT OUR READERS ARE SAYING:

60%

Have made a purchase based on an ad or sponsored article

50%

Have made a purchase based on an event in our event calendar

38%

Can recall an ad or sponsored article from within the past month

95%

Know someone else who reads ARLnow.com

"I enjoy ARLnow and read it every day."

"Really appreciate the local news that the Post doesn't cover."

"I make it a point to read your email every time."

WHO OUR ADVERTISERS ARE:



Multi-Family Real Estate



Legal Services



Schools



Residential Real Estate



Financial Services



Government



Local Businesses



Business Improvement Districts



Commercial Real Estate

SOURCE: ARLNOW READER SURVEY



Our goal is to partner with companies to create great local advertising that readers actually want to see and engage with.

We work with our advertisers to craft campaigns that are effective at reaching a large, local audience and achieving their marketing goals. Informative, native advertising is what we do best.

Local advertising with us works because it's:

RELEVANT

Communicate a value proposition that is genuinely of interest to local readers.

AUTHENTIC

We help emphasize your community connection and communicate on a personal, native level.

ACTIONABLE

Give highly-engaged viewers a way to purchase, sign up or learn more.

BRIEF

People value their time, so we help you get your message across in a concise, reader-friendly format.

DISCOUNTS

Credit card on file
10%

Nonprofit discount
12.5%

6-month pre-payment
15%

12-month pre-payment
20%

Cross-site (2+) premium branding packages
20%

Let's get started.