

MEDIA KIT

2025



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. An 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

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

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

Sponsored Post



Inform, promote and drive sales. Promoted via social media, email newsletter, search engines and on our homepage. Simple to produce and simply effective.

\$750 or
\$7,500/yr
(new post monthly)

FREE - At least 4x appearances on our social media accounts (X, Facebook and Instagram) and 2x in our email newsletter.

\$250 - Update a published post's headline, image and/or text and promote again on Facebook and X.

\$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.

\$1,250

18,000 subscribers

Video Blast



Put video you've produced to work and boost its local distribution. We'll feature it in a Sponsored Post, with an eye-catching animated featured image and a round of social media promotion. Then we'll post the video in full on our Facebook and Instagram accounts.

\$1,500

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



Legal Notices



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

BUNDLES

Get even more reach and deeper discounts

Splash

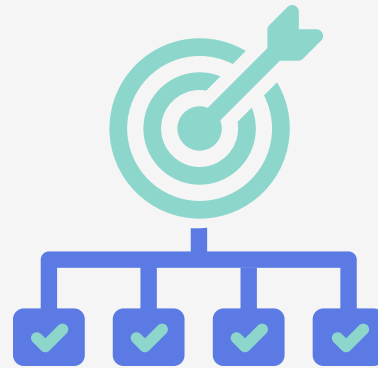


Make a splash by combining both display ads and a quarterly sponsored post.

3 mos: \$3,500

1 yr: \$12,000

Super

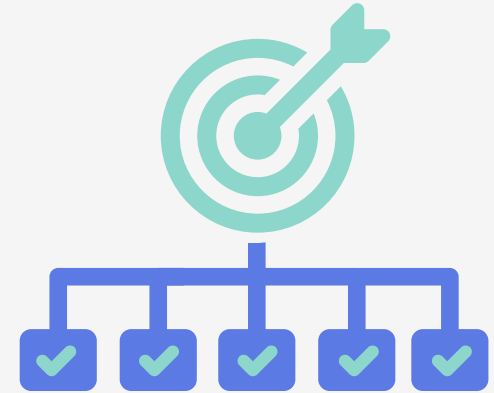


A robust campaign that makes an impression. Combines both display ads, monthly sponsored posts and quarterly email blasts. May substitute video blast for two sponsored posts.

3 mos: \$5,500

1 yr: \$20,000

Maximum

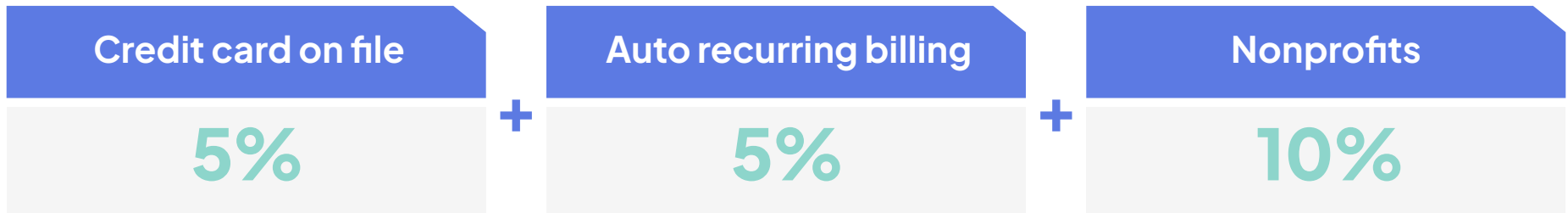


There is no better way to maximize your message. Combines both display ads (2x impressions), monthly sponsored posts, a quarterly social blast and a quarterly email blast. May substitute video blast for two sponsored posts.

3 mos: \$7,500

1 yr: \$28,000

Discounts



DISCOUNTS CAN BE COMBINED

Readership Stats

16+ Million

YEARLY PAGEVIEWS

425,000+

UNIQUE MONTHLY VISITORS

2:30+

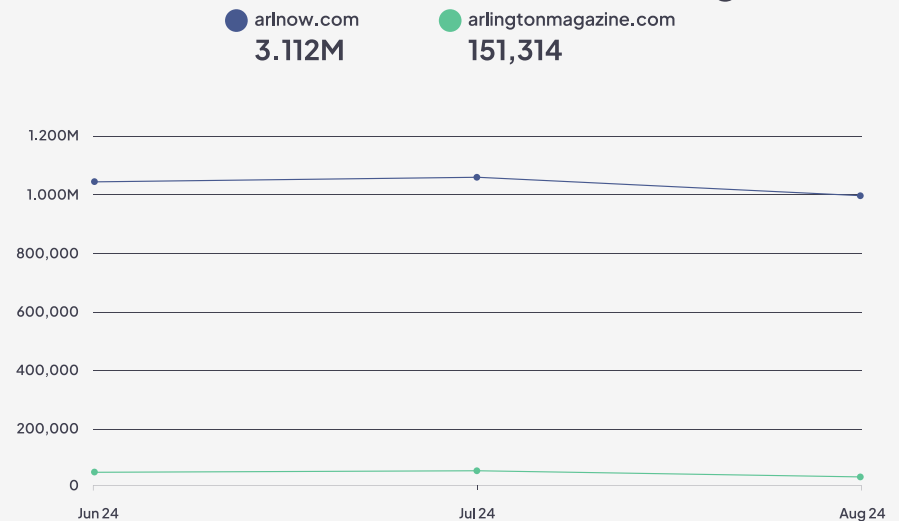
TIME SPENT ON SITE



Who reads ARLnow? Everybody.



Visits Over Time: Jun 2024 - Aug 2024



Source: SimilarWeb

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>