

ARLnow
2019 MEDIA KIT

Real local news
Engaged local readers
Easy, cost-effective advertising




AUDIENCE & DEMOGRAPHICS


UNPARALLELED LOCAL REACH:

1.2 Million
Pageviews each month

250,000
Unique Visitors each month

SOCIAL CONNECTION:

 26,000+ fans facebook.com/ARLnow

 42,000+ followers [@ARLnowDOTcom](https://twitter.com/ARLnowDOTcom)

 12,500+ 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

60%
Mobile readership

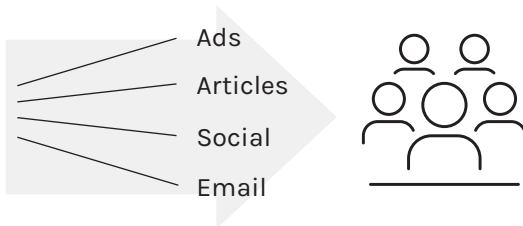
PREMIUM BRAND PACKAGES

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 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)

- + Email ad

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

- + Cinematic ad
- + Email ad

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

- + Cinematic ad
- + Email ad
- + One social media shout out per month (written by us on Facebook, Twitter, and/or Instagram)
- + Podcast sponsorship

DISPLAY ADVERTISING

A. Takeover Ad \$999/day

- + At top of all pages
- + Available early 2019

B. Sidebar Ad \$599/mo

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

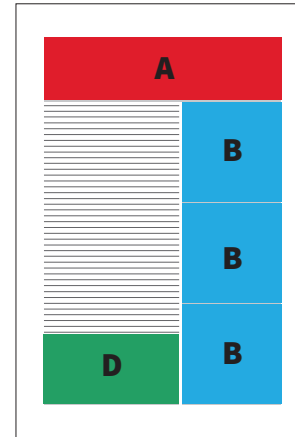
C. Skyscraper Ad \$599/month

- + 300x600px
- + Optimized for high click-thru rate on site

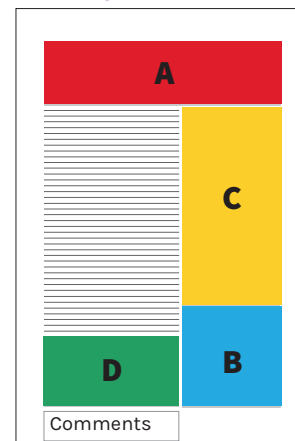
D. Cinematic & Mobile Ad \$499/mo (each)

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

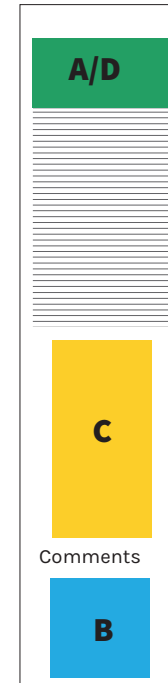
Desktop homepage



Desktop article



Mobile



SPONSORED CONTENT



RECURRING 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.

\$649/post



FEATURED LISTING

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

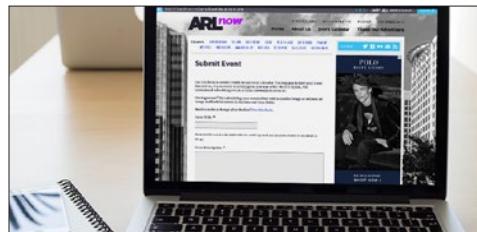
\$329/post



DEDICATED EMAIL BLAST

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

\$849/email - 12,500 subs



SELF-SERVE CONTENT

Self-publish featured events, community posts 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

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

SOURCE: ARLNOW READER SURVEY

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."

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



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
5%

6-month pre-payment
10%

12-month pre-payment
15%

Nonprofit discount
15%

Let's get started.

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.

ARLnow PRESS RELEASES EMAIL NEWSLETTER PODCAST ADVERTISING INFO

Home About Us Event Calendar Thank Our Advertisers

Give More. Stress Less. With a Lafayette Federal Loan at a GREAT Rate of 2.74% APR! www.lfcu.org/holidayloan Connect

Columns STARTUP MONDAY THE CHEW LEGAL INSIDER ASK ELI PET OF THE WEEK JUST REDUCED SMALL BIZ ARTS FOCUS HEALTHY PAWS IMMIGRATION LAW JUST LISTED BEER & WINE FLYING COLORS RETHINK ENERGY

Ballston Quarter Mall to Add 18-Restaurant Food Hall

by Chris Teale — December 12, 2017 at 10:00 am 65 Comments

Courtesy photo

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

You Don't Have to Interview the #1 Remodeler in Arlington, but Why Wouldn't You?

Click for Larger Graph

Number of Building Permits Pulled in Arlington County since the year 2000

recent articles

- Arlington Under Wind Chill Advisory
- ARLnow Holiday Weekend Discussion

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.

reston now
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

Tyson's Reporter is the first independent, daily news outlet dedicated to covering local happenings in the dynamic and developing Tysons community.