

# ARL *now*

media kit 2017



(703) 348-0583  
[www.arlnow.com](http://www.arlnow.com)



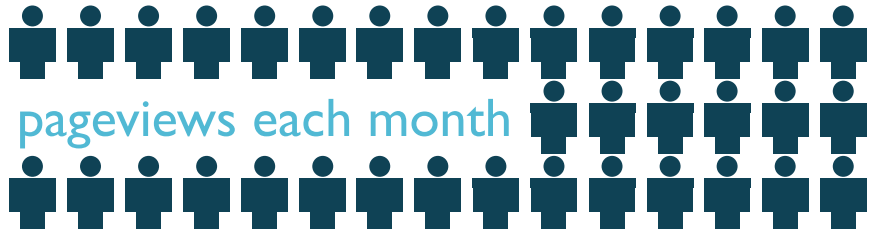
# STATS AT A GLANCE

250,000  
ARLnow

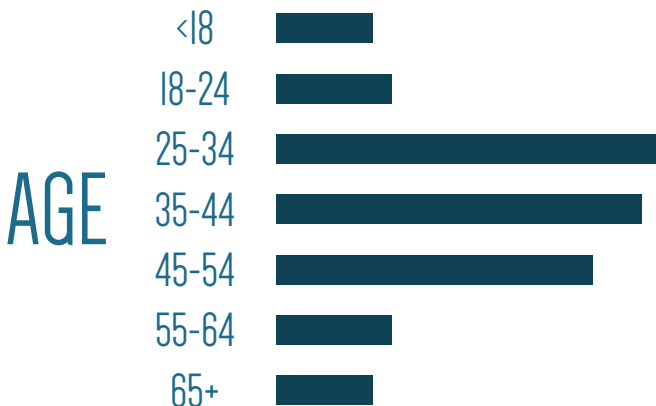


UNIQUE  
VISITORS  
EACH MONTH

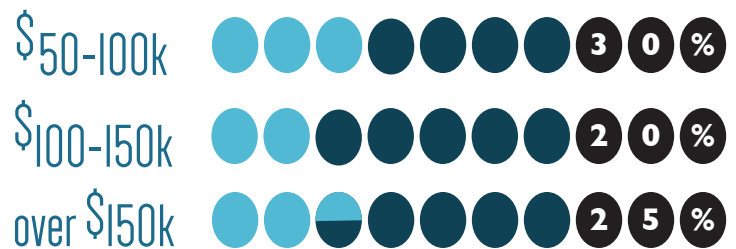
1.25 MILLION



VIEWERS  
BY  
PLATFORM



## ANNUAL INCOME



# WHY ARLnow.com?

## WE ARE MOBILE AND SOCIAL

We reach your customers on their favorite devices & platforms.



15,000+ fans



36,500+ followers



8,500 subscribers



140,000 weekly views

## WHAT OUR READERS SAY:

*"I enjoy ARLnow and read it every day."*

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

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

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

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

95%

Knows someone who  
reads ARLnow.com

38%

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

Have made a purchase  
based on an ad or  
sponsored article

60%

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

50%

Source: 2016 ARLnow reader survey



# SPONSORED CONTENT

## ONE-TIME POSTS

- published on our homepage
- promoted on Facebook, Twitter
- included in our email newsletter

- **Promoted Post (\$399)**

*An all-purpose post to promote your business, submitted by you or written by us.\**

- **“Dear Arlington” Post (\$349)**

*Connect with potential customers in an engaging “letter” format.*

- **Sponsored Morning Note (\$299)**

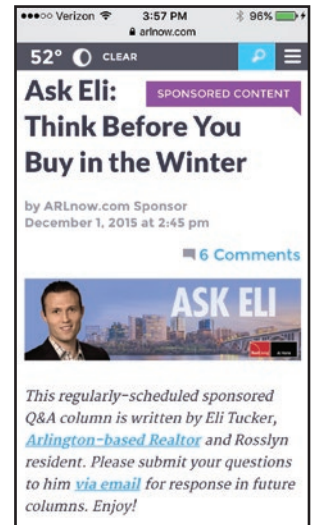
*A short item and link in our daily Morning Notes post has a big impact.*

- **Listing of the Day (\$249)**

*Send us photos and a write-up about a real estate listing and we promote it.*

- **Job Listing (\$199)**

*Reach the entire community with your career opportunity.*



## RECURRING FEATURES

- **Column (\$250/weekly post OR \$300/biweekly post)**

*Become the community’s most prominent expert in your field.*

- **Real Estate Feature (\$250/weekly post)**

*Realtors: send thousands of potential clients to your website with Just Listed, Reduced or Sold lists.*

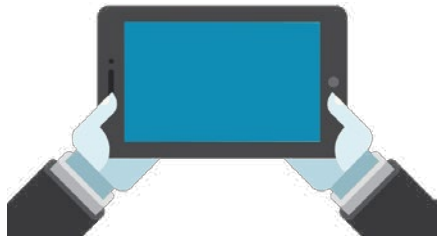


## SOCIAL BOOST

- **Facebook Boost (\$99/post)**

*Extend the reach of your sponsored post with an targeted boost from our popular Facebook page.*

*\*Writing services are \$100 for up to 400 words and two revisions, then \$0.25/word and \$25/revision.  
 Max. word count (photos) per post:  
 Promoted - 800 words (10)  
 “Dear Arlington” - 300 words (1)  
 Morning Note - 75 words (0)  
 Listing of the Day - 250 words (10)  
 Job Listing - 250 words (1)  
 All submitted photos must be horizontal.*



# DISPLAY ADVERTISING

## TOP TIER - \$549/mo



Sidebar (300x250px)

or



Skyscraper (300x600px)

- high performance
- cross-platform
- includes free ad design

## MID TIER - \$439/mo



Mobile (320x100px)

or



Billboard (600x300px)

- prime placement
- highly visible
- includes free ad design

## STANDARD TIER - \$329/mo



Leaderboard (728x90px)

or



River (600x160px)

or



Email (200x400px)

- provides value & utility
- popular legacy options
- includes free ad design

## TAKEOVER - \$999/two days



Takeover (1920x1200px)

- make a big splash for a big event or opening
- wraps around website
- includes free design

# ADVERTISING SPECS



## SIDEBAR

300 x 250px  
GIF, PNG, JPG accepted  
No more than 50kb (static only)  
Position rotates on each page load



## RIVER

600 x 160px  
GIF, PNG, JPG accepted  
No more than 50kb (static only)



## LEADERBOARD

728 x 90px  
GIF, PNG, JPG, HTML5 accepted  
No more than 60kb (static) or 120kb (animated)



## SKYSCRAPER

300 x 600px  
GIF, PNG, JPG, HTML5 accepted  
No more than 75kb (static) or 150kb (animated)



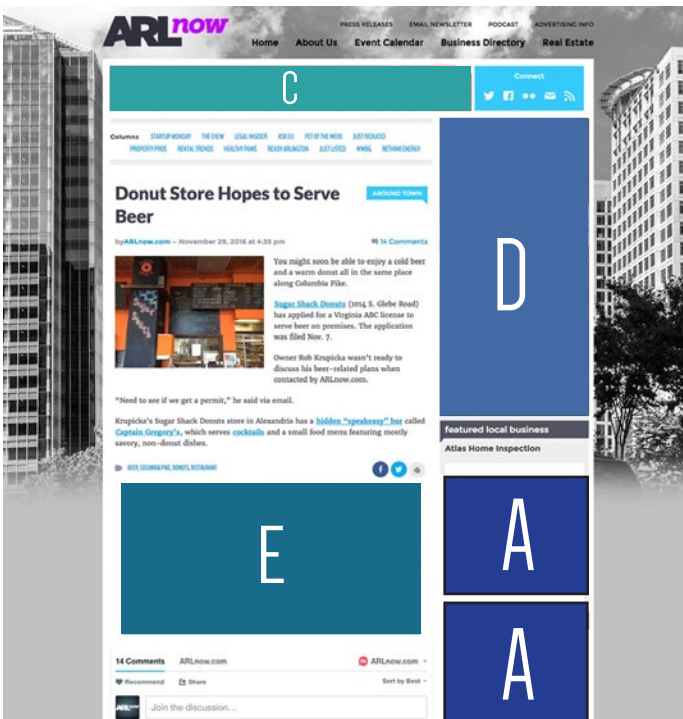
## BILLBOARD

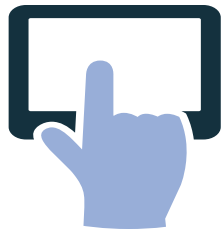
600 x 300px  
GIF, PNG, JPG, HTML5 accepted  
No more than 75kb (static) or 150kb (animated)



## MOBILE

320 x 100px (not pictured here)  
Mobile only, above the fold site-wide  
GIF, PNG, JPG, HTML5 accepted  
No more than 40kb (static) or 60kb (animated)





# OTHER OPTIONS



## EMAIL BLAST - \$749

Blast an offer, event or announcement out to a curated, high-open list of thousands.



## SOCIAL BLAST - \$399

Blast your message, an image and a link out to our 40,000 Facebook and Twitter followers. Includes a Facebook boost to extend your message's reach.



## "THE MAIN EVENT" PACKAGE - \$799

An all-purpose event promotion package featuring a month of ads, a Social Boost and a featured event.



## "THE BIG EVENT" PACKAGE - \$1399

The Main Event package, plus we'll send a writer to cover your event, take photos and publish a recap.



## SOCIAL MEDIA "AD-ON" - \$99/mo

Enhance a display ad with custom text that you can easily and frequently update via Twitter, Facebook, etc.



## VIDEO PRODUCTION - STARTING AT \$999

We'll work together to produce a video that viewers want to watch and share with their friends. It will be distributed via our site and social media channels.

# SCHEDULE OF DISCOUNTS

**Payment** *(may be combined with frequency discount)*

10% - Upfront payment / credit card  
on file discount

**Display Ad Frequency** *(apply one)*

5% - 3+ month contract

10% - Recurring billing

15% - 6+ month contract

20% - 12 month contract

20% - Non-profit discount

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# AWARDS & ACCOLADES

2012 - Arlington Co. Best Business  
Awards (ABBIES) for **Best Online/  
Social Media Presence**

2015 - *Washingtonian Magazine* Best  
of Washington for **Best News Blogs**

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Thanks for choosing

**LOCAL  
NEWS  
NOW.**

