

localnews

now

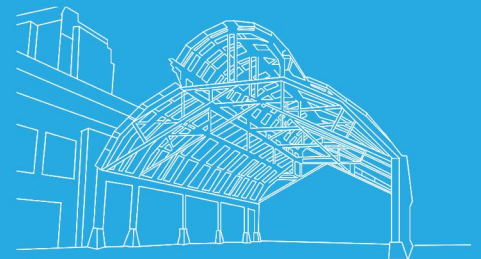
2014 MEDIA KIT



Arlington



Bethesda



Reston

Local News Now is an online local news publisher that reaches those who live and work in Arlington, Bethesda and Reston. We deliver local content and local ads that are highly relevant to local readers.

Reader Statistics



UNIQUE VISITORS PER MONTH

ARLnow

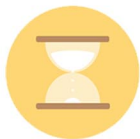
200,000

BethesdaNow

50,000

RestonNow

32,000



AVG TIME ON SITE

7 ¹/₂
mins



BY PLATFORM

30%

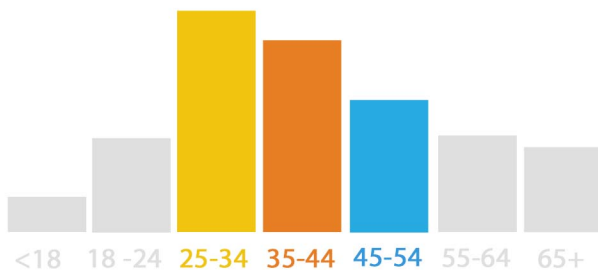
Mobile

70%

Desktop



DEMOGRAPHICS



INCOME

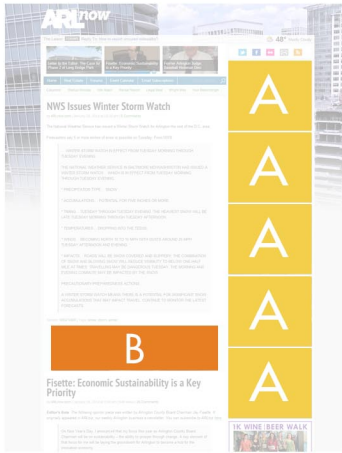
\$50-\$100k 40%

\$100-\$150k 25%

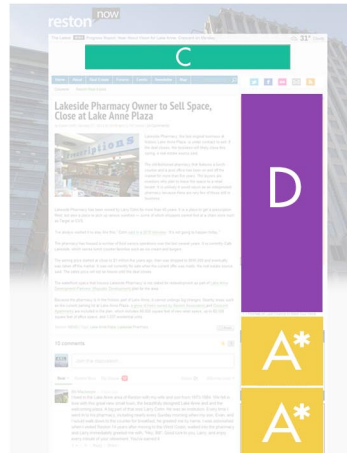
Over \$150k 20%

Pricing

Homepage



Article Page



- A** **Homepage Sidebar** (300x250px)
- Rotating position
- A*** **Homepage Sidebar** (300x250px)
- Available on BethesdaNow and RestonNow only
- B** **Homepage River** (600x160px)
- Between 1st and 2nd posts
- C** **Article Leaderboard** (728x90px)
- D** **Article Sidebar** (300x600px)

Ad Pricing * monthly pricing unless otherwise specified

Type of Ad	Arlington	Bethesda	Reston
Homepage Sidebar	\$ 500	\$ 300	\$ 300
Homepage Sidebar + Email Ad	\$ 675	\$ 400	\$ 400
Homepage River (20% of impressions)	\$ 300	\$ 200	\$ 200
Article Sidebar (10% of impressions)	\$ 600	\$ 300	\$ 300
Article Leaderboard (10% of impressions)	\$ 400	\$ 200	\$ 200
Site Takeover (week)	\$ 2,500	\$ 1,500	\$ 1,500
Coupons (week)	\$ 150	\$ 100	\$ 100

Discounts

3-5 Months	5%
6-11 Months	10%
12+ Months	15%

Additional Discounts

Two Sites	5%
Three Sites	10%
Four Sites	15%

localnews ^{now} Content Marketing



Promoted Post

Let us write an article about you and your business, includes photo. Or, submit your own.

ARLnow

BethesdaNow
RestonNow

\$800

\$500



Social Media Add-On

Change the text of your ad with Facebook, Twitter or a text message.

\$100/mo

\$100/mo



Coupon

Printable and mobile-friendly coupons that are linked to our "ticker."

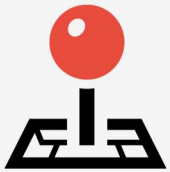
\$150/wk

\$100/wk

Real Estate



Featured Listing \$100/listing/month



Sponsored Listings \$100-\$200/wk

Available Sponsorships: Open Houses, Just Listed, Just Sold



Video Tour \$600-\$800

Virtual video tour of listing



Live Listing Ad

\$700/mo ARLnow \$500/mo BethesdaNow or RestonNow

300x250px ad built to highlight listings by changing photo and text of your ad with Facebook, Twitter or a text message