



ALXNOW

Advertising Packages **2021**

*Founded in 2019, ALXnow.com quickly became Alexandria's go-to local news source, focused on serving residents of all ages in all parts of the city.*



Boasting a highly-engaged audience of **more than 70,000 monthly users**, ALXnow is produced locally for those who live and work in the port city. Our team believes that **great local advertising helps to supplement great local content**. We look forward to helping you reach Alexandria's digital savvy professionals in the medium that captures the majority of their attention.

# Options Tailored To Your Goals



## Build your brand and maintain awareness

BANNER ADVERTISING

### Specs

- Skyscraper: 300x600px, appears on desktop and the email newsletter sidebar
- Cinematic: 600x300px, appears on desktop and mobile

### Pricing

Skyscraper	\$399/mo
Cinematic	\$349/mo



## Establish authority and engage readers

SPONSORED COLUMN

### Specs

- Published weekly or biweekly
- Includes graphical banner and intro paragraph
- Up to 1,000 words, 10 links and 3 photos
- May also include embedded media (YouTube videos, Twitter posts, polls)

### Pricing

Weekly	\$600/mo
Biweekly	\$400/mo



## Inform, promote and drive actions

PROMOTED POST

### Specs

- Up to 200 words, 5 photos, 3 links
- May also include embedded media (YouTube videos, Twitter posts, polls)

### Pricing

A la Carte	\$299/post
Monthly	\$249/mo

See add-on options below



## Drive traffic and name recognition

REAL ESTATE FEATURE

### Specs

- For Weekly Feature: Same as Sponsored Column.
- For Listing of the Day: Same as Promoted Post. Each post includes listing address, neighborhood, listing price and open house times.

### Pricing

Weekly Feature	\$600/mo
Listing of the Day	\$199/post



### Skyscraper - 300x600px

Appears on desktop, mobile and email newsletter sidebar



### Cinematic - 600x300px

Appears on desktop and mobile

### Available Discounts

Monthly auto-pay discount: 5%  
One-year prepayment discount: 10%

### Promoted Post Add Ons

\$75 - Up to 1,000 words, 6 links, 10 photos  
\$150 - Targeted Facebook boost  
\$300 - Add second social media post and targeted Facebook boost

## Bundles and Other Options

- 1 Dedicated Email Blast** **\$449/mo**
  - A graphical, promotional email exclusively about your organization or event
  - Sent to more than 10,000 opt-in email subscribers
- 2 Both display ads** **\$649/mo**
  - Skyscraper and Cinematic
  - Reach readers across desktop, mobile and email
- 3 Skyscraper ad and a monthly promoted post** **\$599/mo**

The power of display advertising and branded content, in one discounted package
- 4 Weekly column or feature and Skyscraper ad** **\$899/mo**

Supplement your weekly column or feature a Skyscraper ad, to stay top of mind 24/7
- 5 Standard 3-month combo** **\$1,499 total**
  - Includes three months of Skyscraper ad and two promoted posts
  - A robust, limited-run campaign that will make an impression
- 6 Maximum reach 3-month combo** **\$3,399 total**
  - Includes both display ads for three months, three promoted posts and two email blasts
  - A combination of our highest-impact ads and sponsored content offerings.  
There is no better way to maximize your message.

## Audience & Demographics

*Unparalleled local reach*

**190,000**

PAGEVIEWS EACH MONTH

**70,000**

UNIQUE VISITORS EACH MONTH

*Reach the next generation of customers*

While we reach a wide range of locals, the typical ALXnow reader is an young professional between the age of 25-44, per Quantcast data. As a digital-native publication, we can help you reach this key demographic, which has not picked

**71%**

AGES 25-54

**48%**

INCOME  $\geq$  \$100K

**46%**

HAVE CHILDREN

**37%**

GRADUATE-LEVEL  
EDUCATION

*Social Connection*

**3,200+**

FANS @ FACEBOOK.COM/ALXNOWVA

**2,550+**

TWITTER FOLLOWERS  
@ALEXANDRIANOW

**5,000+**

NEWSLETTER SUBSCRIBERS

## Our Readers & Advertisers

### What our readers are saying

27%

Made a purchase based on an ad or sponsored article in 2019

48%

Are more likely to support a local business that advertises with us

38%

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

97%

Think we are supportive of local businesses

*“Really appreciate the local news that the Post doesn’t cover.”*

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

*“My primary local news source. Keep up the good work.”*

# About **ALX**NOW

ALXnow's mission is to connect and inform our local community – including residents, workers, business owners and visitors – via original, up-to-the-minute local news coverage and high-quality photography. We cover local government, development, business openings and closings, breaking news, community issues, local weather and traffic, and more. Our coverage area includes the City of Alexandria and the Huntington neighborhood of Fairfax County.

## OTHER LOCAL NEWS NOW SITES



[www.popville.com](http://www.popville.com)

PoPville is one of D.C.'s most read local publications, serving community and lifestyle content to hundreds of thousands of locals, including young professionals and families.



[www.restonnow.com](http://www.restonnow.com)

Reston Now is the go-to online local news source for Reston and Herndon, chronicling the rapid growth of the area with the opening of the Silver Line.



[www.arlnow.com](http://www.arlnow.com)

ARLnow is Arlington, Virginia's premier local news and lifestyle publication. Whether you live or work in Arlington, ARLnow is your finger on the community's pulse.



[www.tysonreporter.com](http://www.tysonreporter.com)

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