

An aerial photograph of a city, likely Alexandria, Virginia, showing a mix of urban buildings, green spaces, and a river in the distance. A large green field with a path is in the foreground. A semi-transparent teal banner is overlaid on the left side of the image.

MEDIA KIT

2023

ALXnow

*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 some 150,000 monthly users, ALXnow is produced locally for those who live and work in the port city. Our readership has grown significantly over the past two years and we're honored to be the Alexandria news outlet that so many check first for important local scoops and breaking news.

SPONSORED CONTENT

Our most popular content offerings. These one-time posts are simple to produce and are simply effective for driving actions and awareness.



PROMOTED POST

A post about a topic of your choosing, either written by you or by one of our writers, free of charge. Inform, promote and drive sales. Promoted via Facebook, Twitter, email newsletter, search engines, and on our homepage.

\$299

Up to 250 words, 5 photos and one embedded video or social post.

\$349

Up to 1,000 words, 10 photos and 3 embedded videos or social posts.

+\$150 Add extra Facebook and Twitter post

+\$150 Add online poll or email signup form

DISPLAY ADVERTISING

Our ads are great for branding and awareness campaigns. They'll reach a large audience at a relatively low fixed monthly rate. Pricing includes free ad design, if desired.



SKYSCRAPER

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.

Desktop, Mobile + Newsletter

\$349/mo

Est. impressions:
~100,000/mo



BILLBOARD

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.

Desktop + Mobile (top)

\$249/mo

Est. impressions:
~100,000/mo

TAKEOVERS

Get your organization's logo and mission in front of tens of thousands of readers, while supporting our local news mission. It's a win-win-win for you, our local reporters, and readers.



SPONSORSHIP TAKEOVER

Underwrite the day's local news reporting, to the delight of readers. This one-day takeover package includes an ALXnow-written announcement post in the morning, a banner at the top of our popular daily newsletter, and >50% of impressions for the Billboard ad position that day.

\$499

BLASTS

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.



EMAIL BLAST

Advertisers can't get enough of our email blasts, which we limit to no more than 1-2 per week, depending on the site. The reason is simple: email blasts reach a premium audience and really drive sales.

\$599



SOCIAL BLAST

Modest social following? Don't sweat it, we'll turn you into a local influencer for a day with our huge following and trusted brand. Social blasts are sent via Facebook, Twitter and Instagram, and further promoted with paid boosts.

\$499

REAL ESTATE LISTINGS

Increase buyer interest while putting your personal brand in front of tens of thousands of readers. We've revamped our real estate listing offerings for 2023 to be even more impactful.



LISTING OF THE DAY

Listing of the Day includes a description, a link, and a photo gallery. Up to four listings are published each week. Listings can be submitted directly via our Content Hub or purchased in bulk with an account rep.

\$249



PREMIUM LISTING

A Listing of the Day that also includes promotion on our popular Instagram account. Post a photo gallery or a vertical video tour and watch the likes pile up.

\$499

UNIVERSAL DISCOUNTS

Nonprofit discount: 10%

Recurring credit card billing: 10%*

Twelve-month prepayment discount: 12.5%

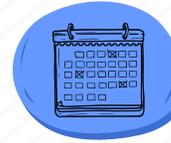
** Cancel anytime. Does not apply to fixed length campaigns or Content Hub. Discounts cannot be combined.*

CONTENT HUB

The LNN Content Hub is a one-stop shop for self-serve marketing on our sites. Promote your content on the homepage, in our email newsletters, and on our social media accounts.



ANNOUNCEMENTS



EVENTS



HOMES



JOBS



POST NOW: [LNN.CO/POST](https://lnn.co/post)

BUNDLES

Why limit yourself to just one thing? Maximize your reach and score a discount with these bundles, curated based on which combinations have been popular with clients over the past few years.

BOTH DISPLAY ADS



Get the best of both worlds, with a Skyscraper ad and a Billboard ad.

\$499/mo

SKYSCRAPER + MONTHLY POST



Our most popular display ad and our most popular sponsored content option (a standard-length Promoted Post) work great together. Build awareness and affinity, then convert that to actions.

\$549/mo

PROMOTED POST + EMAIL BLAST



Get a big response and save a little money with this combo of our two most in-demand options. Includes a standard length Promoted Post.

\$749

SOCIAL BLAST + EMAIL BLAST



Why limit yourself to just one blast? Get them both at a discount with this go-to combo.

\$999

STANDARD 3 MONTH COMBO



A robust, limited-run campaign that will make an impression. Includes three months of Skyscraper ad and two standard length Promoted Posts.

\$1,499

MAXIMUM REACH 3 MONTH COMBO



A combination of our highest-impact ads and sponsored content offerings. Includes both display ads for three months, three standard length Promoted Posts and two Email Blasts. There is no better way to maximize your message.

\$3,499

REACH A LARGE, GROWING AND VALUABLE AUDIENCE

3.2 million

YEARLY PAGEVIEWS

150,000

READERS 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. As a digital-native publication, we can help you reach this key demographic, which has largely shunned print readership habits, in an authentically local way.

71%

AGES 25-54

48%

INCOME \geq \$100K

46%

HAVE CHILDREN

37%

GRADUATE-LEVEL
EDUCATION

Social Connection



4,500

FACEBOOK FOLLOWERS
@ALXNOWVA



3,200

INSTAGRAM FOLLOWERS
@ALXNOWDOTCOM



5,100

TWITTER FOLLOWERS
@ALEXANDRIANOW



6,300

NEWSLETTER SUBSCRIBERS

OUR READERS & ADVERTISERS

What our readers are saying

“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.”

Our advertisers

Local News Now values our roughly 250 annual clients company-wide. Here are a few



Arlington County



Arrowine



District of Columbia



Fairfax County



George Mason University



Georgetown Events



JBG SMITH



McEneaney Associates



National Landing BID



RLAH Real Estate



Smithsonian Institution



The Boro Tysons



Van Metre



Vida Fitness



Virginia Tech

LOCAL NEWS NOW SITES

OWNED AND OPERATED



MARKET: Arlington, Va.
(pop. 238k)



MARKET: Alexandria, Va.
(pop. 159k)



MARKET: Fairfax County,
Va. (pop. 1.15m)

PARTNERS



MARKET: Washington, D.C.
(pop. 690k)



MARKET: Prince William County and
Stafford County, Va. (pop. 636k)



MARKET: D.C. metro area
(pop. 6.4m)



ABOUT

Local News Now is a publisher of high-quality, originally-reported local news in the Washington, D.C. area. We offer cost-effective, customized advertising and marketing solutions for local businesses. As a local media company, we are hyper-focused on building engaged online communities by providing original local content that's interesting, useful and updated frequently. LNN's advertising options offer local businesses and organizations innovative and engaging ways to reach geographically-targeted consumers

AD OPTIONS FOR ALL LNN SITES: <https://lnn.co/advertise>