

An aerial photograph of a city, likely Washington D.C., showing a mix of urban development and green space. In the foreground, there is a large, well-maintained green field with a central path. To the right, a large parking lot is filled with cars. In the middle ground, there are several large, multi-story brick buildings, some of which appear to be government or institutional structures. A river is visible in the background, with a bridge spanning it. The overall scene is a blend of nature and urban architecture.

MEDIA KIT

2024

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.

# STANDARDS | Our post popular options, newly optimized

## Skyscraper Ad



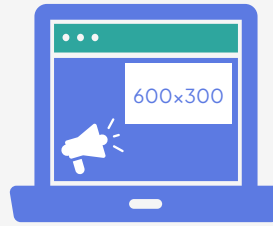
Big and bold, at an industry standard 300x600px. Appears on the sidebar on a desktop computer and in the content stream on mobile. Also appears in our email newsletter.

Est. impressions:  
~150,000/mo

**\$350/mo** or  
**\$3,500/yr**

**FREE** – Ad design

## Billboard Ad



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.

Est. impressions:  
~100,000/mo

**\$300/mo** or  
**\$3,000/yr**

**FREE** – Ad design

## Sponsored Post



Inform, promote and drive sales. Promoted via Facebook, Twitter, email newsletter, search engines and on our homepage. Simple to produce and simply effective. Writing services available.

**\$400** or  
**\$4,000/yr**  
(new post monthly)

- FREE** – Up to 10 photos in a gallery and 2 embedded videos or social posts
- \$150** – Enhanced Sponsored Post w/ paid Facebook boost, second Twitter post, optional interactive element (poll, signup form or quiz)

**\$600/mo or \$6,000/yr – Both ads combined**

## SPECIALTIES

Engage with readers in the right way, at the right moment

### Email Blast



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.

# \$650

7,500 subscribers

### Social Blast



We'll turn you into a local influencer for a day with our big following and trusted brand. Social blasts are sent via Facebook, Twitter and Instagram, then further promoted with paid boosts.

# \$400

### Listing of the Day

Includes a description, a link, and a photo gallery. Daily slots are first come, first serve. Submit directly via our Content Hub or purchase in bulk with an account rep.

# \$249

### Content Hub



**Announcements**



**Events**



**Homes**



**Jobs**



**Post now: [inn.co/post](https://inn.co/post)**

# BUNDLES

Get even more reach and deeper discounts

## Splash

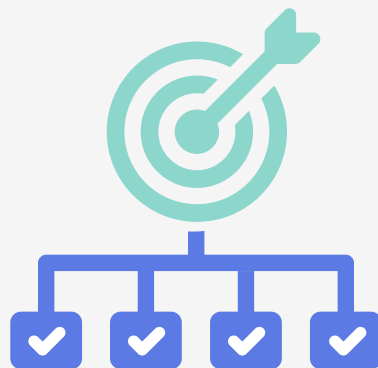


Make a splash by combining both display ads and monthly sponsored posts.

**3 mos: \$2,500**

**1 yr: \$8,000**

## Super

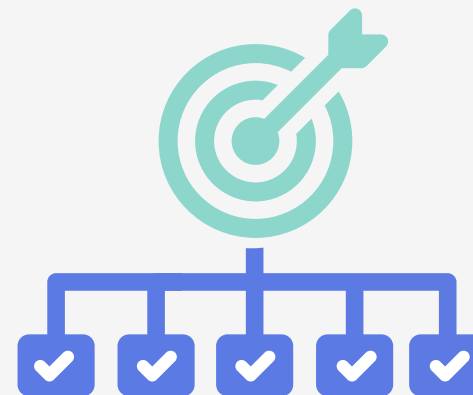


A robust campaign that makes an impression. Combines both display ads, monthly Enhanced Sponsored Posts and quarterly email blasts.

**3 mos: \$3,500**

**1 yr: \$12,000**

## Maximum

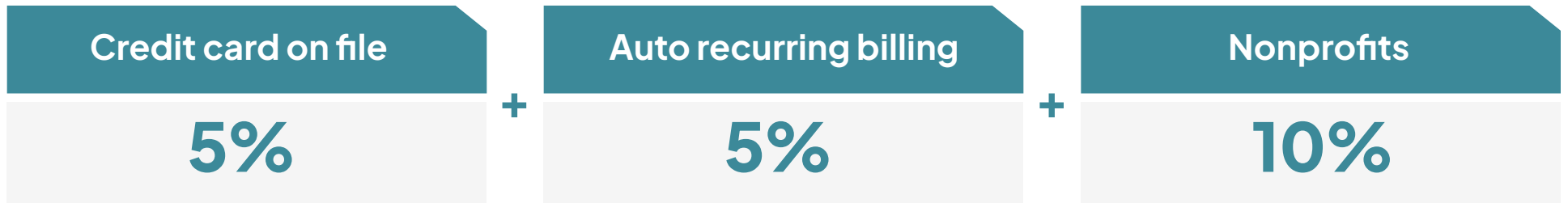


There is no better way to maximize your message. Combines both display ads (2x impressions), monthly Enhanced Sponsored Posts, a quarterly social blast and a quarterly email blast.

**3 mos: \$4,500**

**1 yr: \$16,000**

## Discounts



*Discounts can be combined*

## Readership Stats

**3.6 Million**

YEARLY PAGEVIEWS

**165,000**

UNIQUE MONTHLY VISITORS

### *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 ≥ \$100K

**46%**

HAVE CHILDREN

**37%**

GRADUATE-LEVEL  
EDUCATION

### *Social Connection*



**8,000**

FACEBOOK FOLLOWERS  
@ALXNOWVA



**5,000**

INSTAGRAM FOLLOWERS  
@ALXNOWDOTCOM



**6,000**

TWITTER FOLLOWERS  
@ALEXANDRIANOW

## Our advertisers



### 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!!"*

*"It looks great and people have already been reaching out to us due to the ads! Thanks so much!"*

## Reader Surveys

*"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 sites

### Owned and Operated


**ARL**now  
MARKET: Arlington, Va.  
(pop. 238k)

**ALX**now  
MARKET: Alexandria,  
Va. (pop. 159k)

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

### Partners

  
Market: Montgomery  
County, Md. (pop. 1.06m)

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

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



Local News Now publishes and partners with some of the D.C. area's most-read and most-loved local news sites. Our innovative local advertising options have helped us grow our annual client count since our founding in 2010.

AD OPTIONS FOR ALL LNN SITES:

<https://lnn.co/advertise>