

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.**

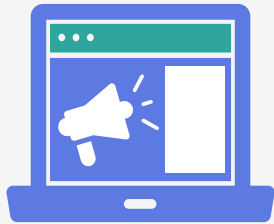


Boasting a highly-engaged audience of some 150,000 monthly users, ALXnow is produced locally for those who live and work in the port city. Our readership has grown significantly over the past two years and we're honored to be the Alexandria news outlet that so many check first for important local scoops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

# STANDARDS

Our post popular options, newly optimized

## Skyscraper Ad



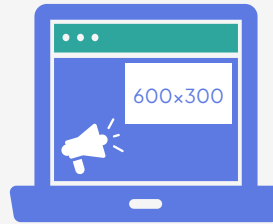
Big and bold, at an industry standard 300x600px. Appears on the sidebar on a desktop computer and in the content stream on mobile. Also appears in our email newsletter.

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 social media, email newsletter, search engines and on our homepage. Simple to produce and simply effective.

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

FREE - Three promotional social posts on Facebook (1x) and Twitter (2x)

**\$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**

**8,200 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**

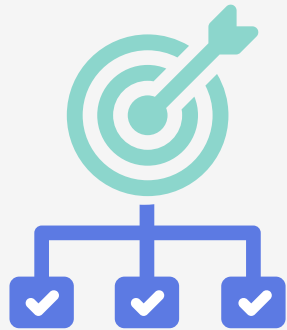


**Post now: [Inn.co/post](https://inn.co/post)**

# BUNDLES

Get even more reach and deeper discounts

## Splash

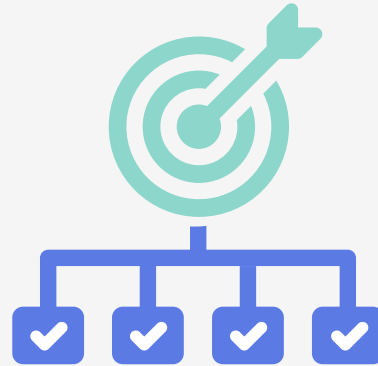


Make a splash by combining both display ads and monthly sponsored posts.

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

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

## Super

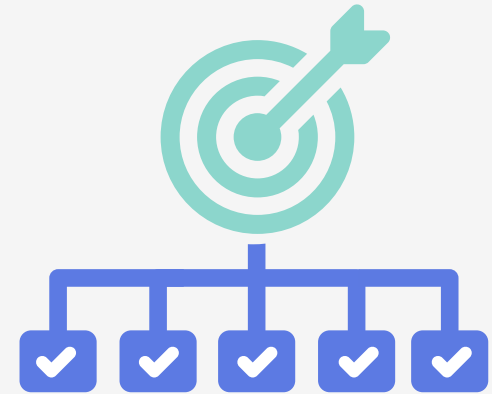


A robust campaign that makes an impression. Combines both display ads, monthly Enhanced Sponsored Posts and quarterly email blasts.

**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

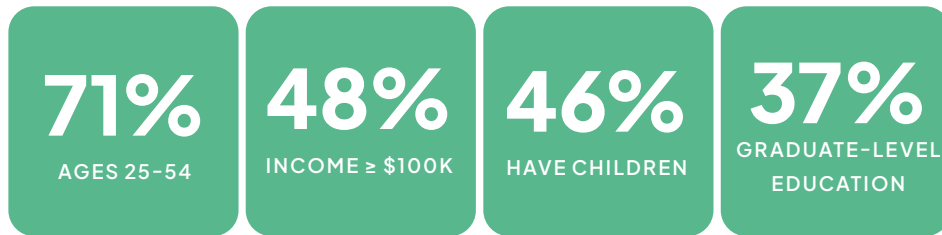
# Readership Stats

## 3.6 Million

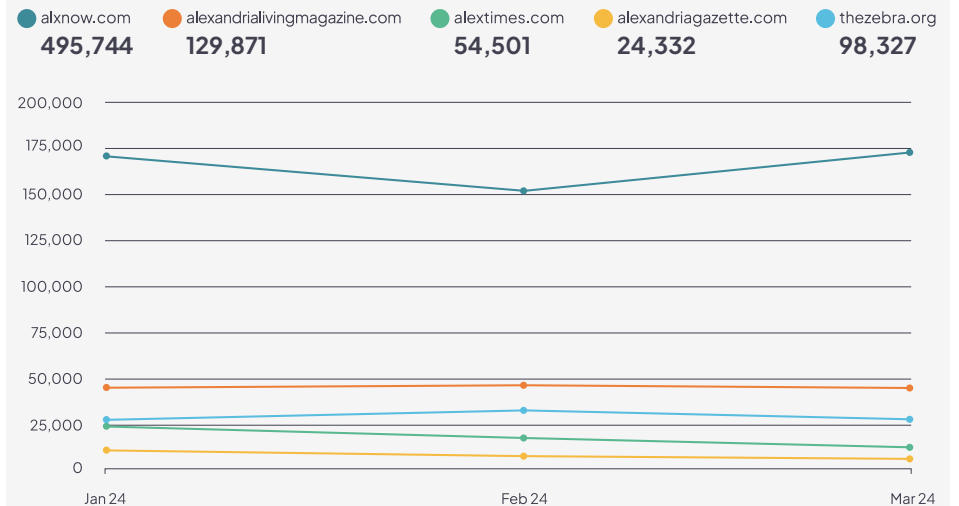
YEARLY PAGEVIEWS

## 165,000

UNIQUE MONTHLY VISITORS



## Visits Over Time: Jan 2024 - Mar 2024



Source: SimilarWeb

## 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>