

MEDIA KIT

2022

FFX NOW

FFXnow covers Fairfax County like no one else.
We are a countywide news source that also
provides hyperlocal coverage of the greater
Reston & Tysons areas along Metro's Silver Line.



FFXnow combines the audiences of Tysons Reporter and Reston Now and adds the rest of the county, bringing you unparalleled reach. Our coverage area now includes all of Fairfax County, the economic engine of Virginia with a population of 1.1 million, with a focus on the county's most dynamic urban communities.

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.
Discounts cannot be combined.*

REACH YOUR INTENDED AUDIENCE!

For many of our advertising options, you can **choose to reach the entire county or just target the Reston area or Tysons area.** Reston- or Tysons-only pricing includes publication on FFXnow.com and promotion via the existing Reston Now or Tysons Reporter social accounts and email newsletter. FFXnow pricing includes promotion via all social and email channels (FFXnow, Reston Now and Tysons Reporter).

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 (STANDARD)

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.

Up to 250 words, 5 photos and 1 embedded video or social post.

\$499 (one-time) **\$449/mo** (recurring)

Tyson's area only
\$299 (one-time) **\$249/mo** (recurring)

Reston area only
\$299 (one-time) **\$249/mo** (recurring)



PROMOTED POST (LONG)

A longer Promoted Post for the times when you need more words to get your message across.

Up to 1,000 words, 10 photos and 3 embedded video or social post.

\$599 (one-time) **\$549/mo** (recurring)

Tyson's area only
\$399 (one-time) **\$349/mo** (recurring)

Reston area only
\$399 (one-time) **\$349/mo** (recurring)



JOB OF THE DAY

Get more quality candidates for your open position by reaching our highly-educated and engaged local audience. We publish no more than one JOTD per day, per site. Promoted via Facebook, Twitter, email newsletter, search engines, and on our homepage.

Post and promote a job listing, up to 250 words (written by you), with a link to apply for the job. Also includes a photo at the top of the post.

\$249



LISTING OF THE DAY

Generate more buyer interest in a property while boosting your personal brand. We publish no more than one LOTD per day, per site. Promoted via Facebook, Twitter, email newsletter, search engines, and on our homepage.

Each post includes listing address, neighborhood, listing price, open house times, and a description up to 250 words (written by you), plus up to 5 photos. The property should be in or very close to a site's coverage area.

\$249

SPONSORED CONTENT ADD-ONS

Extra social promotion (second post on FB and Twitter): **\$150**
Professional on-site photo shoot: **\$499**

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.

\$499/mo

\$349/mo **\$349/mo**
(Tysons area only) (Reston area only)



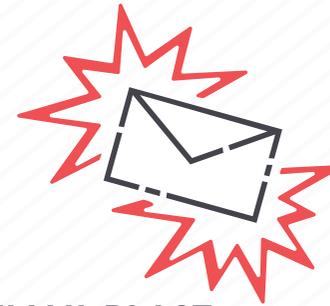
BILLBOARD

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.

\$349/mo

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.

\$799

\$499 **\$499**
(Tysons area only) (Reston area only)



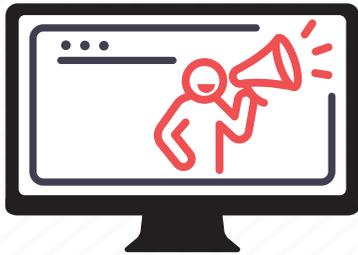
SOCIAL BLAST

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.

\$799

RECURRING FEATURES

The superpower of recurring columns and features: readers don't care that it's an ad. Columns and features are meant to be informative, providing useful local information that people want to know, rather than promotional. But you still get a branding and awareness lift, demonstrate thought leadership and, in some cases, attract hundreds or even thousands of people to your website with each post.



SPONSORED EDITORIAL

This is a weekly or biweekly feature sponsored by you and written by us. Your branding + compelling local content = attention and affinity.

Examples include:

Pet of the Week (users submit photos of their pets and we select one each week, or opt to profile an adoptable pet)

Startup Monday (profiles of local startup companies)

Weekly Profile (profiles of notable locals and nonprofits)

Ask for price

Pricing depends on complexity of the content being produced.



SPONSORED COLUMN

This is a weekly or biweekly column written by you and published by us. It's intended to be informative and not directly self-promotional, which maximizes audience engagement, search engine performance and your brand authority. Potential columns include:

Legal Matters (discussion of personal injury, criminal or employment law)

Real estate Q&A (Q&A style column about general residential real estate matters)

Just Reduced (properties that were just reduced in price, linking back to a listing on your website)

Just Listed (properties that just hit on the market, linking back to a listing on your website)

Just Sold (properties that just sold, linking back to a listing on your website)

Open Houses (properties that are hosting open houses, linking back to a listing on your website)

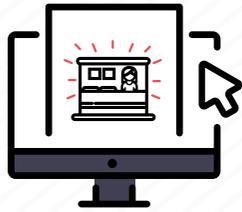
Community Insider (restaurant reviews, listings of fun things to do and other neighborhood-specific information)

\$1,000/mo
weekly

\$600/mo
biweekly

CONTENT STUDIO

Fully harness the power of sponsored content with the LNN Content Studio. We take time to carefully and creatively craft each gallery, article, call to action and social post involved, in consultation with you. You'll love the results.



\$999

BUSINESS PROFILE

Your business, thoughtfully profiled by an experienced writer. Tell the local community your story, your way. And keep telling that story, through residual search engine traffic. The profile also includes a professional photoshoot, and you can use the photos for your own projects, too.

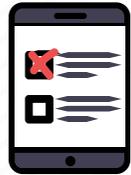


\$799

EVENT HIGHLIGHT

This specialized package leverages our most effective advertising options in conjunction with our event calendar and Facebook presence to make a big splash for your organization's big day.

You get: An sponsored post about your event, an event on our Facebook page, and a featured listing in our event calendar. Post shared via: Facebook (x2), Twitter (x2), and in our daily newsletter.



\$699

POLL POST

Wondering what the community really thinks about something? A sponsored poll gives you an unvarnished look at real local opinions. Get a representative sample from your target market thanks to our unparalleled reach. Limited to one poll question and no more than six answers.



\$1,599

CONTEST

Contests are a highly-engaging way to put your brand front and center in a local market. Run a photo contest, a "cutest pet" contest or something similar, and readers will be emailing all their friends and asking them to view your sponsored content (and to vote). Must supply a prize with a minimum value of \$250.



\$699

FORM POST

It's a Promoted Post, but with a twist: readers can take actions directly in the post, rather than relying on click thrus. Potential actions include email signups, donations, or others achievable through embedded code.



\$1,199

GIVEAWAY

This is simple but effective way to generate new business. Readers sign up for a sweepstakes giveaway – you supply the prize, minimum value \$250 – and we pick the winner (or winners). Then, we email all of the entrants who didn't win with a special offer from you as a consolation prize.

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.

\$749/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.

\$899/mo

Tysons area only: **\$549/mo**

Reston area only: **\$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.

\$1,249

Tysons area only: **\$749**

Reston area only: **\$749**



SOCIAL BLAST + EMAIL BLAST

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

\$1,499



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.

\$1,999



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.

\$4,499

UNPARALLELED REACH ACROSS FAIRFAX COUNTY

500,000

PAGEVIEWS EACH NOW

260,000

UNIQUE VISITORS EACH MONTH

Who reads FFXnow?

Our typical reader is an affluent young professional, but we also reach a wide range of those who live and work in the area, including families of school-aged children, local government leaders and long-time residents.

69%

AGES 25-54

47%

INCOME \geq \$100K

49%

HAVE CHILDREN

41%

GRADUATE AND ABOVE EDUCATION

Social Connection

25,000+

COMBINED FACEBOOK FOLLOWERS

8,500+

COMBINED TWITTER FOLLOWERS

12,000+

NEWSLETTER SUBSCRIBERS

OUR READERS & ADVERTISERS

What our readers are saying

33%

Made a purchase based on an ad or sponsored article

67%

Are more likely to support company that advertises with us

4.3★

Satisfaction rating (out of 5) of our news coverage

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

ARLnow

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

OWNED AND OPERATED

ALXnow

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

FFXNOW

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



MARKET: Washington, D.C.
(pop. 690,000)

PARTNERS



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



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

**LAKE & MCHENRY
COUNTY SCANNER**

MARKET: Lake County and
McHenry County, Ill. (pop. 1.02m)



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



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://www.lnnllc.com/advertise>