

MEDIA KIT

2023



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

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.

\$499

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

Reston area only
\$299

Tysons area only
\$299

\$599

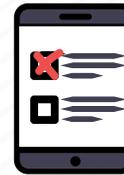
Up to 1,000 words, 10 photos and 3 embedded videos or social posts.

Reston area only
\$399

Tysons area only
\$399

INTERACTIVE CONTENT

Make your sponsored content an interactive experience for readers. Encourage engagement via a fun contest with prizes, an interesting poll, or a form that allows you to provide potential customers with a discount or another enticement.



\$749

ENGAGEMENT POST

Wondering what the community really thinks about something? Post an interactive poll that gives you an unvarnished look at real local opinions. Or, make it an interactive form and gather email addresses and other contact information from readers who are interested in what you have to offer. You can encourage submissions by offering a discount, an e-book, or another enticement.



\$1,599
Contest w/ voting

\$1,199
Giveaway

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. Or, make it a sweepstakes giveaway and simply offer prizes for randomly selected entrants. Either way, your content will have readers emailing their family and friends, encouraging them to enter or vote. Must supply a prize with a minimum value of \$250.

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**
(Reston targeted) (Tysons targeted)



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.



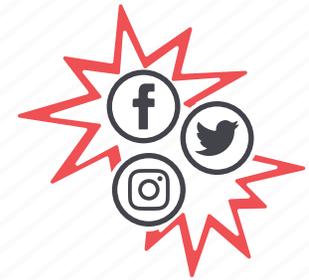
EMAIL BLAST

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.

\$899

14,000+ subscribers total

\$499 **\$499**
5,500 subscribers (Reston area only) 6,300 subscribers (Tysons 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 features is that readers don't care that it's an ad. Our columns are meant to be informative, providing useful local information that people want to know. While readers get value from your writing, you get a branding and awareness lift and often hundreds -- sometimes thousands -- of clicks.



SPONSORED COLUMN

This is a weekly or biweekly column you write. This format is optimized for audience engagement and search engine performance. 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)

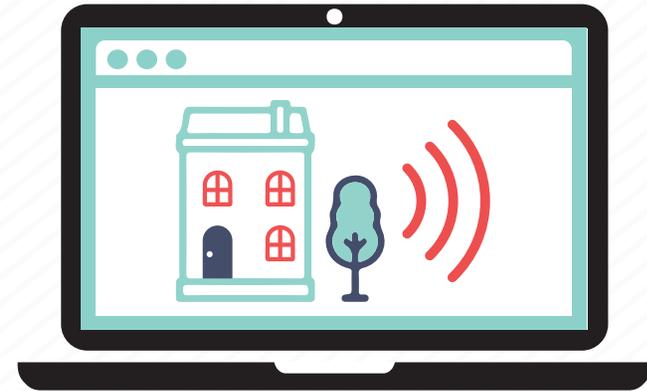
Just Reduced (properties that were just reduced in price, linking back to a listing on your website)

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

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

\$1,000/mo
weekly

\$600/mo
biweekly



REAL ESTATE VISIBILITY PACKAGE

If you're a real estate agent, appearing in the occasional magazine issue or mailing is not enough to stay top of mind of potential clients. Our visibility package solves that problem by making sure you and your properties frequently appear on the site. This discounted package combines an ongoing Billboard ad with monthly credits that you can use for a Listing of the Day post, sponsored listings in our weekly Open House and Rental posts, or a full profile of you complete with professional photograph. Credits roll over monthly so you never lose them during a slow month.

\$599/mo

➔ Upgrade to Skyscraper ad: +\$100/mo

CONTENT HUB

The brand new LNN Content Hub is a one-stop shop for posting everything from events to jobs to press releases on our sites. Most can be submitted for free, or you can further boost your content on the site, on our email newsletters, and via our social media accounts.



JOBS



DEALS



EVENTS



HOMES



PRESS RELEASES



ANNOUNCEMENTS



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.

\$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

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

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



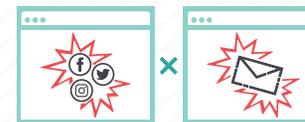
PROMOTED POST + EMAIL BLAST

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

Reston area only: **\$749**

Tysons 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

650,000

PAGEVIEWS EACH MONTH

340,000

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

31%

GRADUATE AND ABOVE EDUCATION

Social Connection



42,900+

COMBINED FACEBOOK FOLLOWERS



3,000+

INSTAGRAM FOLLOWERS @FFXNOW



55,800+

COMBINED TWITTER FOLLOWERS



15,700+

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

OWNED AND OPERATED

ARLnow

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

ALXnow

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

FFXNOW

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

PARTNERS



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



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://lnn.co/advertise>