

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 or Content Hub. 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 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.

\$299

(Reston targeted)

\$299

(Tysons targeted)

+\$150

Add extra Facebook and Twitter post

+\$150

Add online poll or email signup form

\$549

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

\$349

(Reston targeted)

\$349

(Tysons targeted)

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

\$499/mo

\$349/mo

(Reston targeted)

\$349/mo

(Tysons targeted)

Est. impressions:
~250,000/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)

\$349/mo

Est. impressions:
~120,000/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 FFXnow-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.

\$649

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.

\$999

15,600 subscribers total

\$499

**5,800 subscribers
(Reston area only)**

\$499

**6,800 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

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, targeted to either Tysons or Reston readers. 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.

\$499

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.

\$749/mo

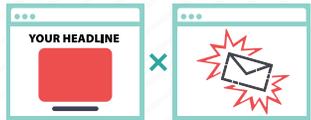


SKYSCRAPER + MONTHLY POST

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

\$549/mo (Reston targeted) **\$549/mo** (Tysons targeted)



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

\$749/mo (Reston targeted) **\$749/mo** (Tysons targeted)



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



25,600

COMBINED FACEBOOK FOLLOWERS



3,100

INSTAGRAM FOLLOWERS @FFXNOW



9,800

COMBINED TWITTER FOLLOWERS



15,600

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. 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>