

MEDIA KIT

2024



FFXNOW

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.

STANDARDS

Our post popular options, newly optimized

Skyscraper Ad



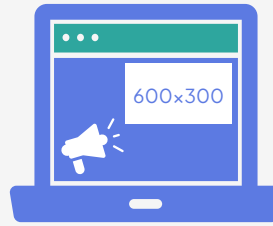
Big and bold, at an industry standard 300x600px. Appears on the sidebar on a desktop computer and in the content stream on mobile. Also appears in our email newsletter.

Est. impressions:
~250,000/mo

\$450/mo or
\$4,500/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:
~150,000

\$350/mo or
\$3,500/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.

\$450 or
\$4,500/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)

\$750/mo or \$7,500/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.

\$1,000

15,000 subscribers total

\$500

Reston only (5,300 subscribers)
Tysons only (6,100 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.

\$600

Listing of the Day

Includes a description, a link, and a photo gallery. Target post to Tysons or Reston. 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

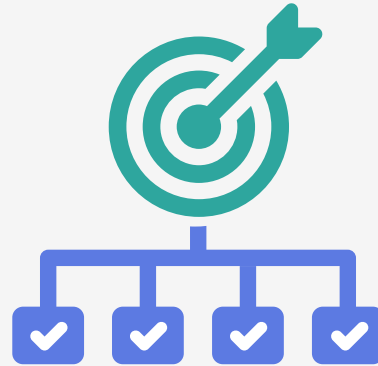


Make a splash by combining display ads and monthly sponsored posts.

3 mos: \$3,000

1 yr: \$10,000

Super

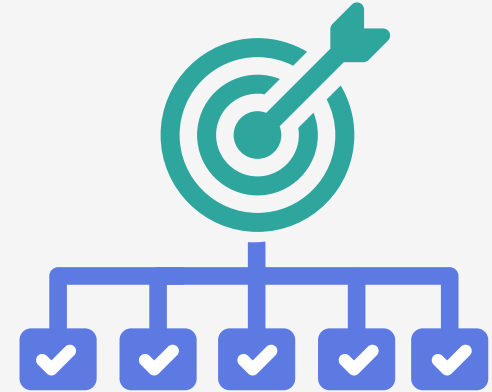


A robust campaign that makes an impression. Combines both display ads, monthly Enhanced Sponsored Posts and quarterly email blasts.

3 mos: \$4,000

1 yr: \$14,000

Maximum

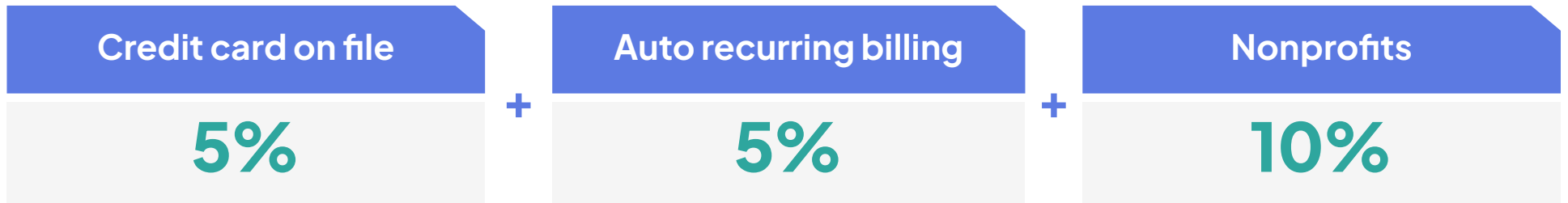


There is no better way to maximize your message. Combines both display ads (2x impressions), monthly Enhanced Sponsored Posts, a quarterly social blast and a quarterly email blast.

3 mos: \$5,000

1 yr: \$18,000

Discounts



DISCOUNTS CAN BE COMBINED

Readership Stats

7.5 Million

YEARLY PAGEVIEWS

340,000

UNIQUE MONTHLY VISITORS

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.



Social Connection



29,500

COMBINED FACEBOOK
FOLLOWERS



3,750

INSTAGRAM FOLLOWERS
@FFXNOW



10,500

COMBINED TWITTER
FOLLOWERS

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

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 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: 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>