

MEDIA KIT

2026

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.

STANDARDS

Our most popular options, continuously optimized

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

\$400/mo or
\$4,000/yr

FREE - Ad design

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

\$450/mo or
\$4,500/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.

\$450/ea or
3+: \$350/ea

FREE - At least 4x appearances on our social media accounts (Facebook, Instagram and X) and 2x in our email newsletter. Post may included embedded or looping video.

\$750/mo or \$7,500/yr - Both ads combined

Email Blast



Make a big splash in a short amount of time. We limit the number of blasts that are sent on any given week in order to ensure that they remain highly effective.

Suitable for both branding and direct response campaigns.

\$1,050

Email Sponsorship



Give your promotion a big boost with a one-week sponsorship of our email newsletter. Get an exclusive sponsor banner at the top of five weekday editions of the newsletter and pin your Skyscraper ad (if applicable) to the top of the email sidebar.

\$750/wk

Averages

55% open rate



11.5% click rate (newsletter)



2% click rate (blasts)

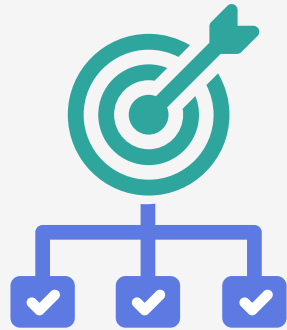
17,500 subscribers*

*Approx. 95% of subscribers receive blasts, as determined by user preferences.

CUSTOM BUNDLES

Get even more reach and deeper discounts

Splash

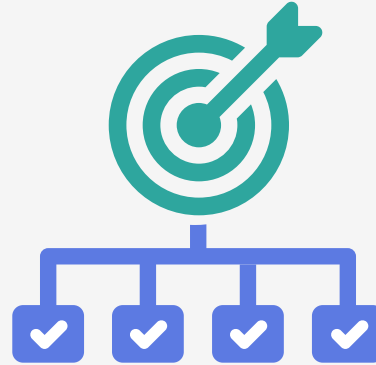


Make a splash by combining both display ads and two quarterly sponsored posts.

3 mos: \$3,000

1 yr: \$10,000

Super

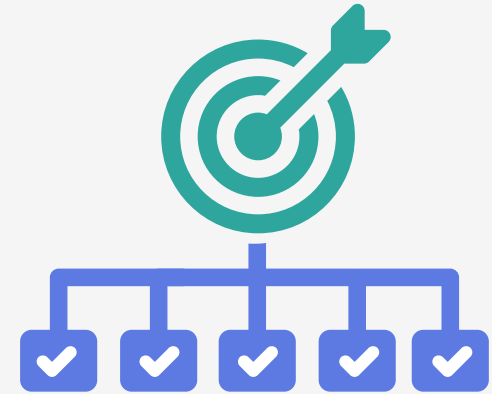


A robust campaign that makes an impression. Combines both display ads, monthly sponsored posts and quarterly email blasts.

3 mos: \$4,000

1 yr: \$13,500

Maximum



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

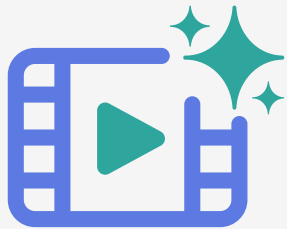
3 mos: \$5,000

1 yr: \$17,500

Packages may be customized. Ask about additional sponsorship and content options.

New Features

Video in Posts



Get extra attention with looping video at the top of a post, either supplied by you or generated by us using AI and one of your photos.

AI Advertiser Tools



Use AI tools we've built exclusively for our advertisers: Write, edit and optimize sponsored content. Evaluate your ads and get suggestions for new designs.

Content Hub



Announcements



Events



Homes
(Listing of the Day)



Legal Notices



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

Discounts

Recurring invoices

10%

OR

Recurring auto payments

15%

+

Nonprofits

10%

CANCEL ANYTIME

THIS DISCOUNT CAN BE COMBINED

Readership Stats

9 Million

YEARLY PAGEVIEWS

600,000

UNIQUE MONTHLY VISITORS

2:30

AVG. TIME PER VISIT



69%

AGES 25-54

47%

INCOME ≥ \$100K

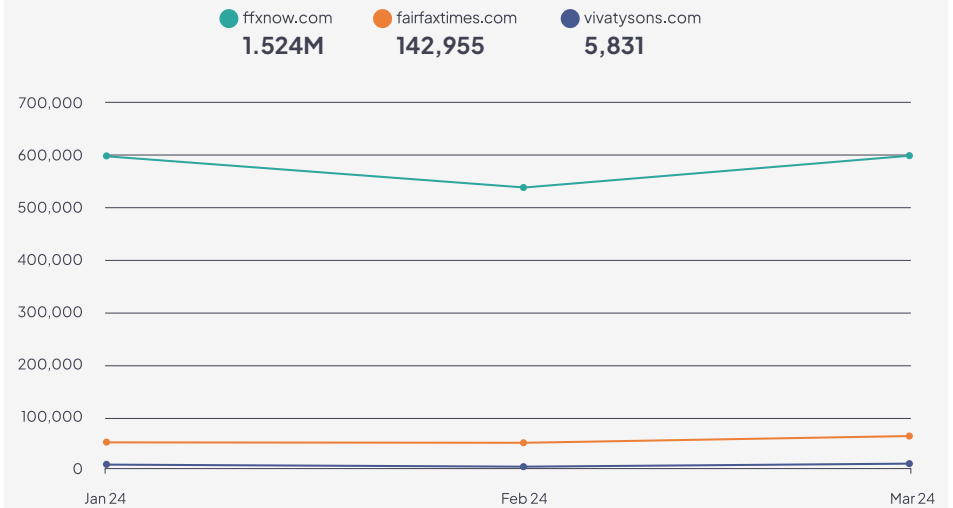
49%

HAVE CHILDREN

31%

GRADUATE-LEVEL EDUCATION

Visits Over Time: Jan 2024 - Mar 2024



41,000*

COMBINED FACEBOOK FOLLOWERS



7,500

INSTAGRAM FOLLOWERS @FFXNOW



1,000

BLUESKY FOLLOWERS @FFXNOW.BSKY.SOCIAL



11,000*

COMBINED TWITTER/X FOLLOWERS

*Includes FFXnow, Tysons Reporter and Reston Now social accounts

Source: SimilarWeb

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 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!”

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>