

MEDIA KIT

2023



POTOMAC LOCAL NEWS

*For more than 10 years, **Potomac Local News** been the go-to local news outlet for information in Prince William and Stafford counties in Northern Virginia.*



About 18,000 people receive our daily news email containing our original content and community announcements, providing a comprehensive look at what's happening in our communities, from Manassas, to Woodbridge, to Fredericksburg. Our advertising options allow you to cost-effectively reach these readers and the nearly 150,000 that come to our site on a monthly basis.

## 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

**\$549**

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

**+\$150** Add extra Facebook and Twitter post

**+\$150** Add online poll or email signup form

## 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.

**\$349/mo**

Est. impressions:  
~100-150k/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.

**\$249/mo**

Est. impressions:  
~100-150k/mo

## 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

## 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**



### 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. Listings can be submitted directly via our Content Hub or purchased in bulk with an account rep.

*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.*

**\$249**

### UNIVERSAL DISCOUNTS

**Nonprofit discount: 10%**

**Recurring credit card billing: 10%\***

**Twelve-month prepayment discount: 12.5%**

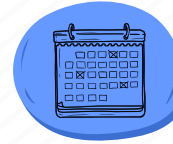
*\* Cancel anytime. Does not apply to fixed length campaigns or Content Hub. Discounts cannot be combined.*

## 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.

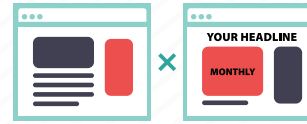
## BOTH DISPLAY ADS



Get the best of both worlds, with a Skyscraper ad and a Billboard ad.

**\$499/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.

**\$749/mo**

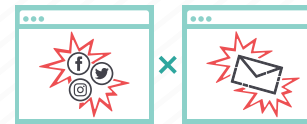
## PROMOTED POST + EMAIL BLAST



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**

## 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 OUR TWO COUNTIES

**2.6 Million**

YEARLY PAGEVIEWS

**150,000**

MONTHLY READERS

## Who reads Potomac Local?

Potomac Local reaches a wide range of readers, including long-time locals, military families, local government leaders and business owners.

**39%**

AGES 25-44

**44%**

INCOME  $\geq$  \$100K

**48%**

HAVE CHILDREN

## Social Connection



**16,000**

FACEBOOK FOLLOWERS  
@POTOMACLOCAL



**5,800**

TWITTER FOLLOWERS  
@POTOMACLOCAL



**18,000**

EMAIL SUBSCRIBERS

# OUR READERS & ADVERTISERS

## What our readers are saying

*"You are doing great -- always love the local coverage."*  
— Scott H., Fredericksburg, Va.

*"I subscribe because you provide the best, most concise source of news and information about Prince William and Stafford counties. Thank you."*  
— Marion W., Manassas, Va.

*"A vital tool to help me keep up with Woodbridge, Manassas, Prince William County! I really appreciate it."*  
— Mike A., Woodbridge, Va.

*"Potomac Local News is local reporting and journalism at its best and the only news organization I subscribe to and support financially."*  
— Nick Z., Stafford, Va.

## 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



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



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



**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>