

MEDIA KIT

2024



POTOMAC LOCAL NEWS

For more than a decade, Potomac Local been the go-to local news outlet for information in Prince William and Stafford counties.

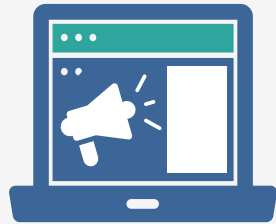


About 16,000 people receive our daily news email, which provides a comprehensive look at what's happening in our communities, from Manassas, to Woodbridge, to Fredericksburg. Our advertising options allow you to cost effectively reach these and the more than 100,000 readers who visit the site each month.

STANDARDS

Our most 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:
~300,000

\$350/mo or
\$3,500/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:
~200,000

\$250/mo or
\$2,500/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.

\$400 or
\$4,000/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)

\$500/mo or \$5,000/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

16,000+ 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.

\$500

Listing of the Day

Includes a description, a link, and a photo gallery. Daily slots are first come, first serve. 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

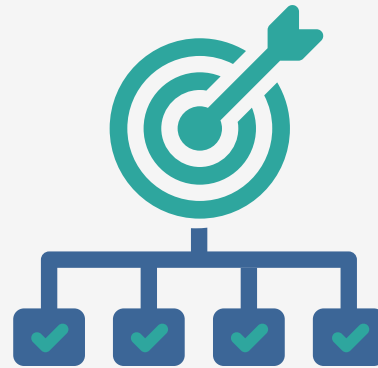


Make a splash by combining both display ads and a quarterly Enhanced Sponsored Post.

3 mos: \$2,500

1 yr: \$8,000

Super

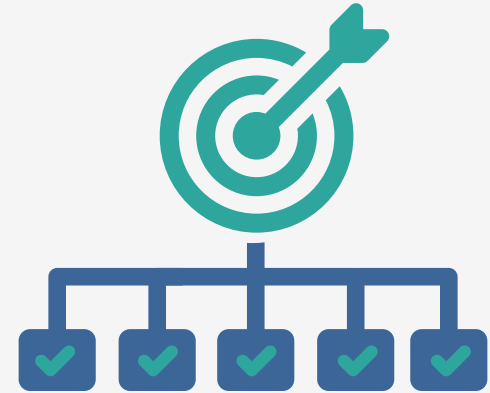


A robust campaign that makes an impression. Combines both display ads, monthly Enhanced Sponsored Posts and quarterly email blasts.

3 mos: \$3,500

1 yr: \$12,000

Maximum

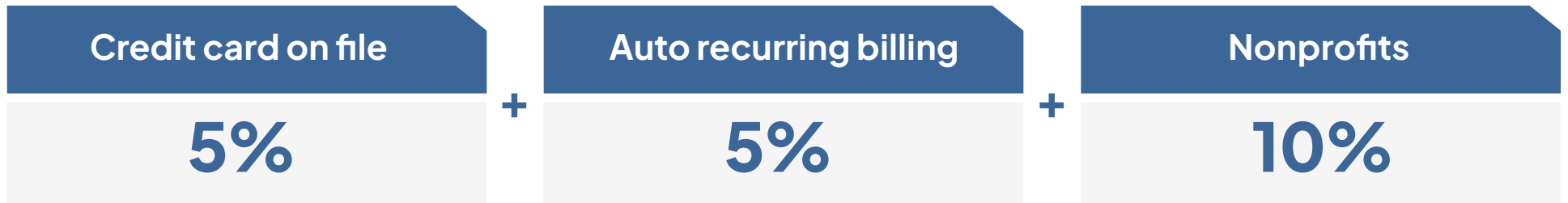


There is no better way to maximize your message. Combines both display ads (2x impressions), monthly Enhanced Sponsored Posts, a quarterly social blast and a quarterly email blast.

3 mos: \$4,500

1 yr: \$16,000

Discounts



Discounts can be combined

Readership Stats

2.4 Million

YEARLY PAGEVIEWS

125,000

UNIQUE MONTHLY VISITORS

Reach the next generation of customers

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

39%

AGES 25-54

44%

INCOME ≥ \$100K

48%

HAVE CHILDREN

Social Connection



17,000

FACEBOOK FOLLOWERS
@POTOMACLOCAL



1,400

INSTAGRAM FOLLOWERS
@POTOMACLOCAL



5,800

TWITTER FOLLOWERS
@POTOMACLOCAL

Our 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 sites

Owned and Operated



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



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



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>