

MEDIA KIT

2026



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, 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:
~200,000

\$250/mo or
\$2,500/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:
~300,000

\$300/mo or
\$3,000/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.

\$400/ea or
3+: \$300/ea

FREE - At least 3x appearances on our social media accounts (Facebook and X) and 1x in our email newsletter. Post may included embedded or looping video.

\$500/mo or \$5,000/yr - Both ads combined

EMAIL

Reach the inbox of thousands of potential customers

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.

\$750

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.

\$500/wk

Averages

27.5% open rate



2.6% click rate (newsletter)



2% click rate (blasts)

19,000 subscribers*

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

CUSTOM BUNDLES

Get even more reach and deeper discounts

Splash

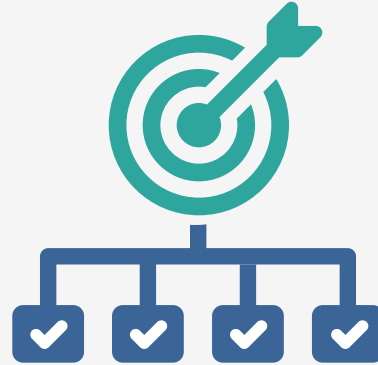


Make a splash by combining both display ads and two quarterly sponsored posts.

3 mos: \$2,250

1 yr: \$8,000

Super

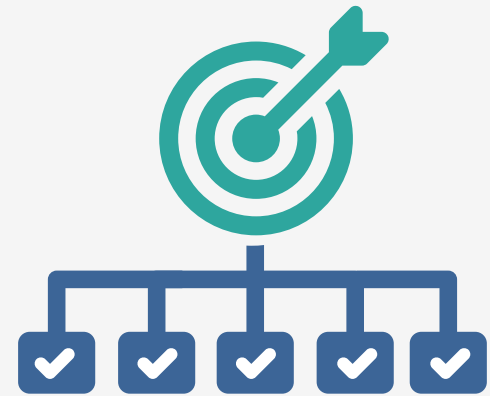


A robust campaign that makes an impression. Combines both display ads, monthly sponsored posts and quarterly email blasts.

3 mos: \$3,000

1 yr: \$10,000

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: \$4,500

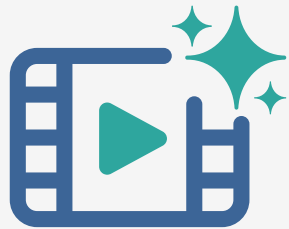
1 yr: \$15,000

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

New Features

Content Hub

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.



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

1.8 Million

YEARLY PAGEVIEWS

82,000

UNIQUE MONTHLY VISITORS

1:48

AVG. TIME PER VISIT

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.



21,000

FACEBOOK FOLLOWERS
@POTOMACLOCAL



1,500

INSTAGRAM FOLLOWERS
@POTOMACLOCAL



6,000

TWITTER/X FOLLOWERS
@POTOMACLOCAL

39%

AGES 25-54

44%

INCOME ≥ \$100K

48%

HAVE CHILDREN

Reader Surveys

“The best, most concise source of news and information about Prince William and Stafford counties.”

“A vital tool to help me keep up with Woodbridge [and] Manassas.”

“Potomac Local News is local reporting and journalism at its best.”

Our advertisers



What our advertisers 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

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>