

localnews

media kit 2016

now

HILL  **NOW**

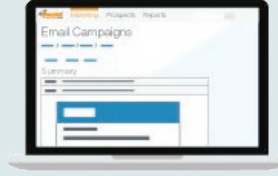
(703) 348-0583
hillnow.com



STATS AT A GLANCE

200,000
ARLnow

60,000
Reston Now



UNIQUE
VISITORS
EACH MONTH

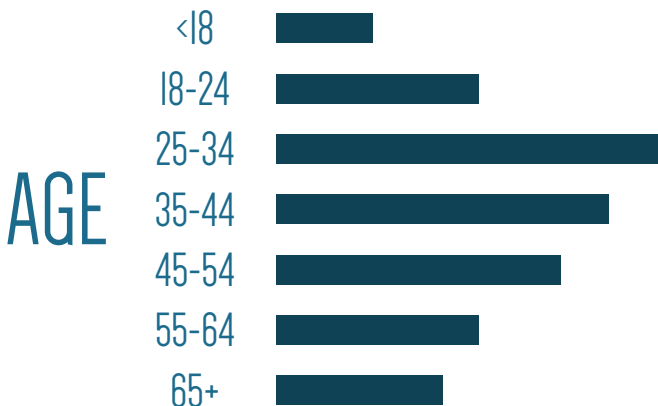
55,000
Borderstan

35,000
Hill Now

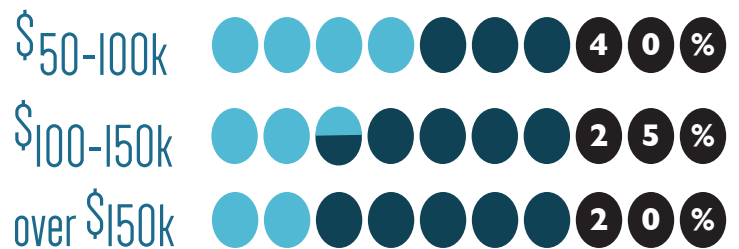
1.7 MILLION



VIEWERS
BY
PLATFORM



ANNUAL INCOME



ADVERTISING PLACEMENTS



SIDEBAR
300 x 250px
Rotating position



RIVER
600 x 160px
Between 1st/2nd posts



LEADERBOARD
728 x 90px



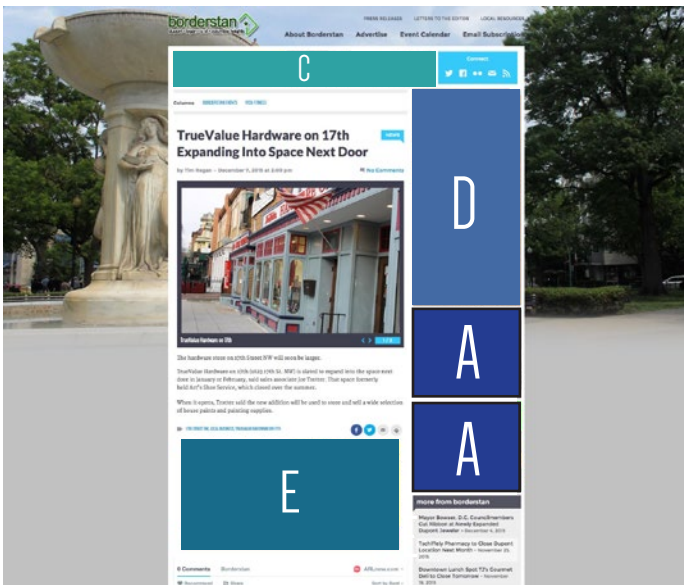
SKYSCRAPER
300 x 600px



BILLBOARD
600 x 300px



MOBILE
320 x 100px
Mobile only (not shown)
Above the fold site-wide





SPONSORED CONTENT

ONE-TIME POSTS

- **Business Profile (\$599)**

Our skilled writers tell readers your business' unique story and value proposition.

- **Premium Promoted Post (\$399)**

We write a post to promote an event, announcement or other happening.

- **DIY Promoted Post (\$299)**

You write about your business, we publish it.

- **Deal of the Day (\$199)**

Promote a special deal or offer at your business.

- **Listing of the Day (\$199)**

Send us photos and a write-up about a real estate listing and we promote it.

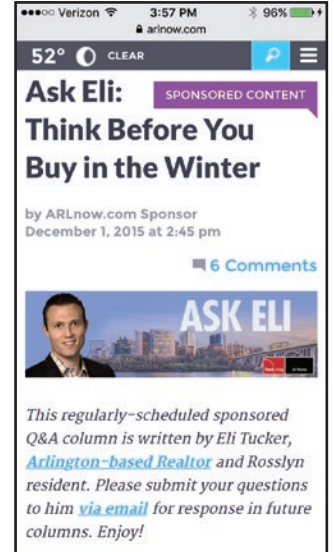
- **Dish of the Day (\$199)**

Promote your restaurant with photos and a savory write-up about a signature dish.

- **Classified/Job Listing (\$199)**

Reach the community with a job listing, personal announcement or obituary.

- published on our homepage
- promoted on Facebook, Twitter
- included in our email newsletter



RECURRING FEATURES

- **Column (\$150/weekly post OR \$200/biweekly post)**

Become the community's most prominent expert in your field.

- **Real Estate Feature (\$150/weekly post)**

Realtors: send thousands of potential clients to your website with Just Listed, Reduced or Sold lists.



FACEBOOK BOOST

- **Boost (\$50, \$100 or \$200 weekly or monthly)**

Extend the reach of your sponsored content with a targeted boost from Borderstan's popular Facebook page.



DISPLAY ADVERTISING

PREMIUM TIER - \$299/mo



Sidebar (300x250px)



Skyscraper (300x600px)

- high performance
- cross-platform
- includes free ad design
- frequency discount

VALUE TIER - \$249/mo



Leaderboard (728x90px)



Billboard (600x300px)

- prime placement
- space for your message
- ad design: \$25 apiece
- frequency discount

SPECIALIZED TIER - \$199/mo



Mobile (320x100px)



River (600x160px)



Email (200x400px)

- provides value & utility
- mid-content placement
- ad design: \$25 apiece
- frequency discount

TAKEOVER - \$599/two days



Takeover (1920x1200px)

- make a big splash for a big event or opening
- wraps around website
- includes free design

Thanks for choosing

LOCAL NEWS NOW.

Founded in 2010, LNN serves the District of Columbia and Northern Virginia. With four web properties and more than 350,000 readers each month, LNN has established itself as a recognized leader in online local news.

In fact, in 2015 we were named to Washingtonian's "Best of Washington" list.

Your local business is important to us. We look forward to serving you.

