

# localnews

media kit 2016

now

2016 HONOREE!

WASHINGTON  
**CITY PAPER**  
*BEST of D.C.*

**borderstan**  
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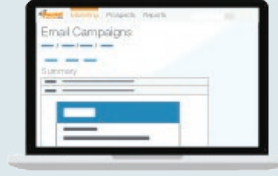


# STATS

AT A GLANCE

245,000  
ARLnow

95,000  
Reston Now

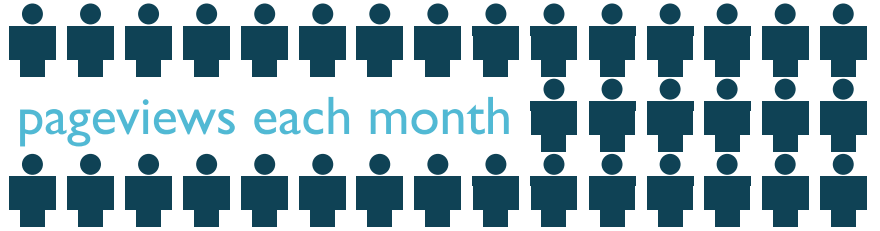


UNIQUE  
VISITORS  
EACH MONTH

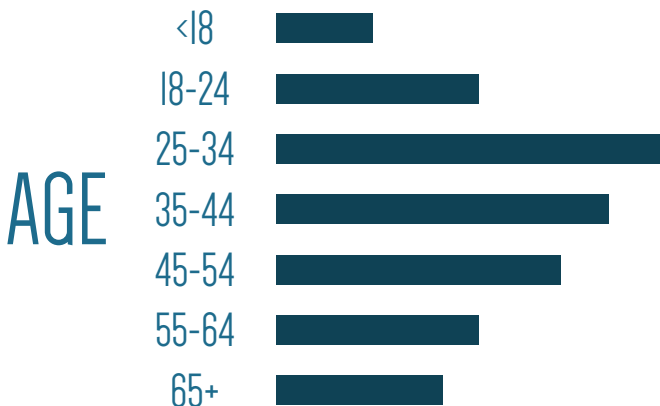
65,000  
Borderstan

30,000  
Hill Now

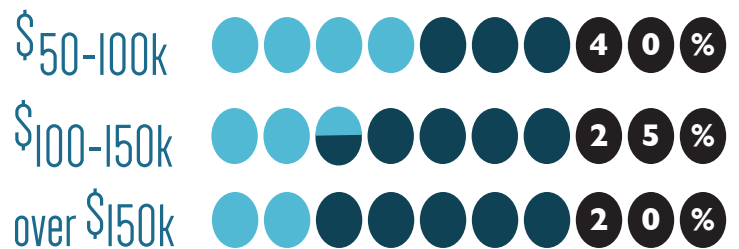
1.75 MILLION



VIEWERS  
BY  
PLATFORM



## ANNUAL INCOME





# 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.*

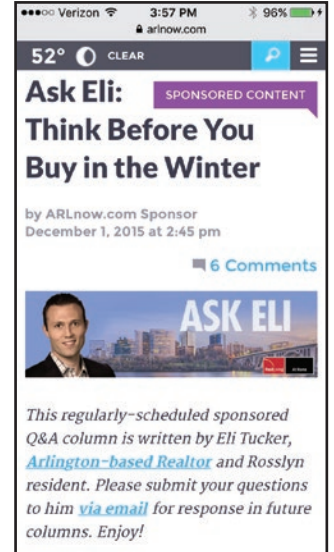
- **Dish of the Day (\$199)**

*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.*

# WHY BORDERSTAN?

## WE ARE MOBILE AND SOCIAL

We reach your customers on their favorite devices & platforms.



8,500 followers



3,500 fans



875 subscribers



2,750 weekday views

## OUR MISSION:

*“Founded in 2008, Borderstan seeks to unify the mid-city communities of Washington, D.C. with timely, relevant local news coverage. We also seek to serve local advertisers who wish to target their message to our diverse, civic-oriented and highly-educated readership.”*

## COMPARISONS

Our daily journalism exceeds the reach of our print competitors.

**Borderstan:** 65,000 monthly unique visitors

**MidCity DC:** 15,000 print circulation

**Dupont Current:** 12,650 print circulation





# 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 400,000 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.

