

localnews

media kit 2016

now

2016 HONOREE!

WASHINGTON
CITYPAPER
BEST of D.C.

borderstan
dupont • logan • u st • columbia heights



(703) 348-0583
borderstan.com



STATS

AT A GLANCE

350,000
ARLnow

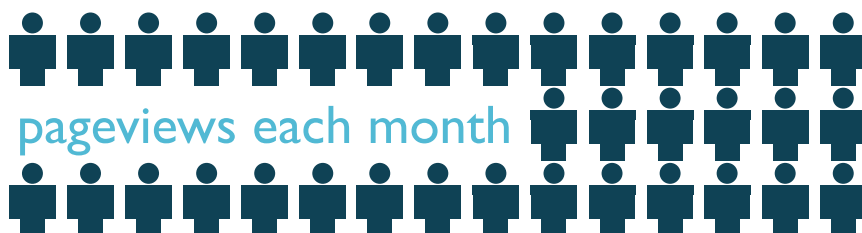
85,000
Borderstan

70,000
Reston Now



UNIQUE
VISITORS
EACH MONTH

1.85 MILLION

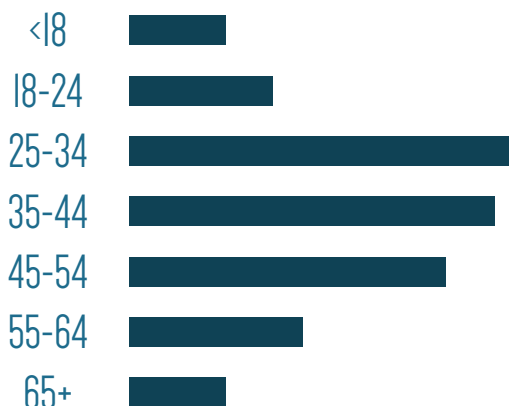


60% desktop

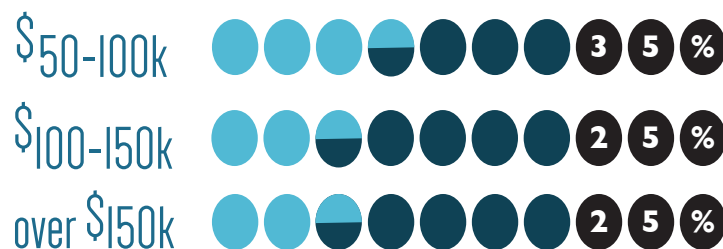
40%
mobile

VIEWERS
BY
PLATFORM

AGE



ANNUAL INCOME



WHY BORDERSTAN?

WE ARE MOBILE AND SOCIAL

We reach your customers on their favorite devices & platforms.



9,200+ followers



3,600+ fans



2,000 subscribers



22,000 weekly views

WHAT OUR READERS SAY:

"I prefer Borderstan over other D.C. neighborhood news websites."

"Quality, in-depth, proper journalism."

"Thank you for what you do... it's much appreciated."

"Keep up the good work. Definitely one of my daily websites!"

"How important it is to have truly community-focused journalists."

75%

Read Borderstan
on a daily basis

36%

Have made a purchase
based on an ad or
sponsored article

Are more likely to
support a Borderstan
sponsor/advertiser

59%

Are interested in
learning about trusted
local service providers

75%

Source: 2016 Borderstan reader survey



SPONSORED CONTENT

ONE-TIME POSTS

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

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

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

We write a post to promote your business, event, announcement, etc.

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

You write about your business, we publish it.

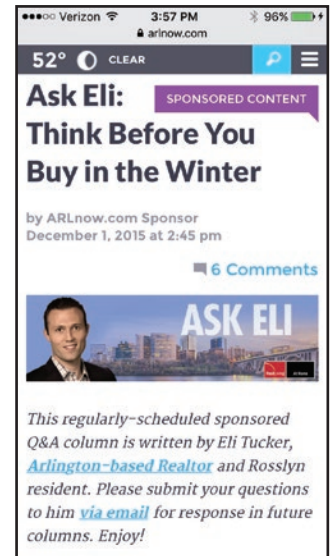
- **Listing of the Day (\$199)**

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

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

Reach the entire community with your career opportunity.

- 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.



SOCIAL BOOST

- **Facebook Boost (\$99/post)**

Highly recommended. Extend the reach of your sponsored post with an expertly targeted boost from our popular Facebook page.



DISPLAY ADVERTISING

PREMIUM TIER - \$299/mo



Sidebar (300x250px)

or



Skyscraper (300x600px)

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

VALUE TIER - \$249/mo



Leaderboard (728x90px)

or



Billboard (600x300px)

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

SPECIALIZED TIER - \$199/mo



Mobile (320x100px)

or



River (600x160px)

or



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

ADVERTISING SPECS



SIDEBAR

300 x 250px

GIF, PNG, JPG accepted

No more than 50kb (static only)

Position rotates on each page load



RIVER

600 x 160px

GIF, PNG, JPG accepted

No more than 50kb (static only)



LEADERBOARD

728 x 90px

GIF, PNG, JPG, HTML5 accepted

No more than 60kb (static) or 120kb (animated)



SKYSCRAPER

300 x 600px

GIF, PNG, JPG, HTML5 accepted

No more than 75kb (static) or 150kb (animated)



BILLBOARD

600 x 300px

GIF, PNG, JPG, HTML5 accepted

No more than 75kb (static) or 150kb (animated)



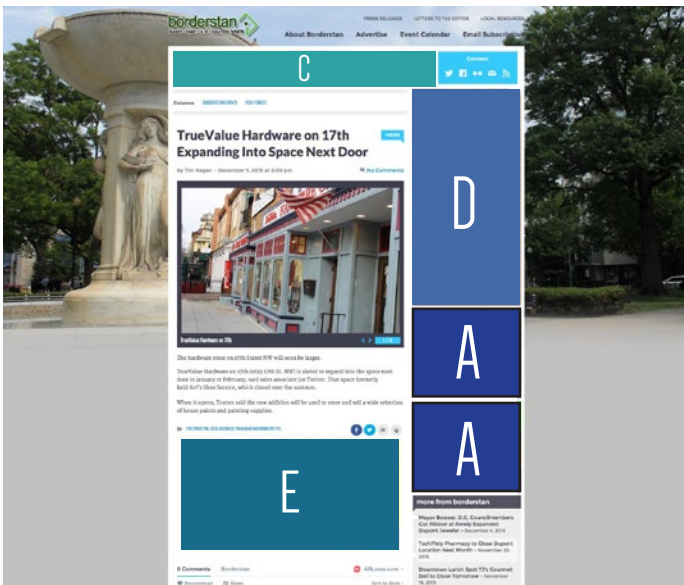
MOBILE

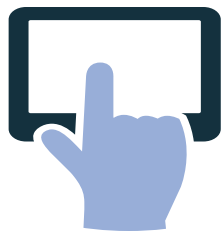
320 x 100px (not pictured, left)

Mobile only, above the fold site-wide

GIF, PNG, JPG, HTML5 accepted

No more than 40kb (static) or 60kb (animated)





OTHER OPTIONS



EMAIL BLAST - \$399

Blast an offer, event or announcement out to a curated, high-open list of thousands.



SOCIAL BLAST - \$399

Blast your message, an image and a link out to our >10,000 Facebook and Twitter followers. Includes a Facebook boost to extend your message's reach.



“VAL-BLAST” EMAIL - \$199

Coupons for the digital and mobile age. Send your offer to our subscribers in a “pack” with 3-4 others.



SOCIAL MEDIA “AD-ON” - \$99/mo

Enhance a display ad with custom text that you can easily and frequently update via Twitter, Facebook, etc.



VIDEO PRODUCTION - STARTING AT \$999

We'll work together to produce a video that viewers want to watch and share with their friends. It will be distributed via our site and social media channels.

Thanks for choosing

LOCAL NEWS NOW.

Founded in 2010, LNN serves the District of Columbia and Northern Virginia. With three web properties and more than 500,000 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.

