

MEDIA KIT

2022



POPville
PRINCE OF PETWORTH

Founded in 2006, PoPville chronicles the happenings in Washington, D.C.'s neighborhoods.



With monthly readership figures into the **millions**, PoPville is the daily/hourly **must-read site for those who want to be in the know** and is, often, where the news goes to get their neighborhood news. Topics covered include real estate, restaurants, bars, retail, architecture, gardening, pets, transit and other general observations about daily life in D.C.

SPONSORED CONTENT

Our most popular content offerings. These one-time posts are simple to produce and are simply effective for driving actions and awareness.



PROMOTED POST (STANDARD)

A post about a topic of your choosing, either written by you or by one of our writers, free of charge. Inform, promote and drive sales. Promoted via Facebook, Twitter, email newsletter, search engines, and on our homepage.

Up to 250 words, 5 photos and 1 embedded video or social post.

\$649
(one-time)

\$599/mo
(recurring)



PROMOTED POST (LONG)

A longer Promoted Post for the times when you need more words to get your message across.

Up to 1,000 words, 10 photos and 3 embedded video or social post.

\$749
(one-time)

\$699/mo
(recurring)

UNIVERSAL DISCOUNTS

Nonprofit discount: 10%

Recurring credit card billing: 10%*

Twelve-month prepayment discount: 12.5%

** Cancel anytime. Does not apply to fixed length campaigns. Discounts cannot be combined.*

DISPLAY ADVERTISING

Our ads are great for branding and awareness campaigns. They'll reach a large audience at a relatively low fixed monthly rate. Pricing includes free ad design, if desired.



SKYSCRAPER

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.

\$649/mo



BILLBOARD

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.

\$549/mo

BLASTS

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.



EMAIL BLAST

Advertisers can't get enough of our email blasts, which we limit to no more than 1-2 per week, depending on the site. The reason is simple: email blasts reach a premium audience and really drive sales.

\$899

RECURRING FEATURES

The superpower of recurring columns and features: readers don't care that it's an ad. Columns and features are meant to be informative, providing useful local information that people want to know, rather than promotional. But you still get a branding and awareness lift, demonstrate thought leadership and, in some cases, attract hundreds or even thousands of people to your website with each post.



\$1,500/mo
weekly

\$1,000/mo
biweekly

SPONSORED COLUMN

This is a weekly or biweekly column written by you and published by us. It's intended to be informative and not directly self-promotional, which maximizes audience engagement, search engine performance and your brand authority. Potential columns include:

Legal Matters (discussion of personal injury, criminal or employment law)

Real estate Q&A (Q&A style column about general residential real estate matters)

Just Reduced (properties that were just reduced in price, linking back to a listing on your website)

Just Listed (properties that just hit on the market, linking back to a listing on your website)

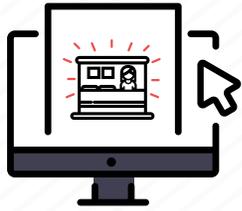
Just Sold (properties that just sold, linking back to a listing on your website)

Open Houses (properties that are hosting open houses, linking back to a listing on your website)

Community Insider (restaurant reviews, listings of fun things to do and other neighborhood-specific information)

CONTENT STUDIO

Fully harness the power of sponsored content with the LNN Content Studio. We take time to carefully and creatively craft each gallery, article, call to action and social post involved, in consultation with you. You'll love the results.



BUSINESS PROFILE

Your business, thoughtfully profiled by an experienced writer. Tell the local community your story, your way. And keep telling that story, through residual search engine traffic. The profile also includes a professional photoshoot, and you can use the photos for your own projects, too.

\$1,199



EVENT HIGHLIGHT

This specialized package leverages our most effective advertising options in conjunction with our event calendar and Facebook presence to make a big splash for your organization's big day.

You get: An sponsored post about your event, an event on our Facebook page, and a featured listing in our event calendar. Post shared via: Facebook (x2), Twitter (x2), and in our daily newsletter.

\$999



POLL POST

Wondering what the community really thinks about something? A sponsored poll gives you an unvarnished look at real local opinions. Get a representative sample from your target market thanks to our unparalleled reach. Limited to one poll question and no more than six answers.

\$899



CONTEST

Contests are a highly-engaging way to put your brand front and center in a local market. Run a photo contest, a "cutest pet" contest or something similar, and readers will be emailing all their friends and asking them to view your sponsored content (and to vote). Must supply a prize with a minimum value of \$250.

\$1,999



FORM POST

It's a Promoted Post, but with a twist: readers can take actions directly in the post, rather than relying on click thrus. Potential actions include email signups, donations, or others achievable through embedded code.

\$899



GIVEAWAY

This is simple but effective way to generate new business. Readers sign up for a sweepstakes giveaway – you supply the prize, minimum value \$250 – and we pick the winner (or winners). Then, we email all of the entrants who didn't win with a special offer from you as a consolation prize.

\$1,199

BUNDLES

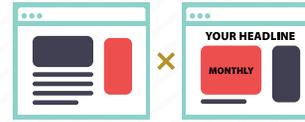
Why limit yourself to just one thing? Maximize your reach and score a discount with these bundles, curated based on which combinations have been popular with clients over the past few years.



BOTH DISPLAY ADS

Get the best of both worlds, with a Skyscraper ad and a Billboard ad.

\$999/mo



SKYSCRAPER + MONTHLY POST

Our most popular display ad and our most popular sponsored content option (a standard-length Promoted Post) work great together. Build awareness and affinity, then convert that to actions.

\$1,199/mo



PROMOTED POST + EMAIL BLAST

Get a big response and save a little money with this combo of our two most in-demand options. Includes a standard length Promoted Post.

\$1,499



STANDARD 3 MONTH COMBO

A robust, limited-run campaign that will make an impression. Includes three months of Skyscraper ad and two standard length Promoted Posts.

\$2,999



MAXIMUM REACH 3 MONTH COMBO

A combination of our highest-impact ads and sponsored content offerings. Includes both display ads for three months, three standard length Promoted Posts and two Email Blasts. There is no better way to maximize your message.

\$6,499

Audience & Demographics

Unparalleled reach across all four quadrants

35.4 Million

YEARLY PAGEVIEWS

500,000

READERS EACH MONTH

Who reads PoPville?

PoPville is D.C.'s most-read community news publication, reaching hundreds of thousands of readers -- including a preponderance of affluent professionals -- each month with hyperlocal content about real estate, restaurants and more.

75%

AGES 25-54

44%

INCOME \geq \$100K

36%

HAVE CHILDREN

35%

GRADUATE-LEVEL
EDUCATION

Social Connection

42,500+

FACEBOOK FOLLOWERS @POPVILLE

169,000+

TWITTER FOLLOWERS
@POPVILLE

8,200+

NEWSLETTER SUBSCRIBERS

OUR READERS & ADVERTISERS

What our readers are saying

"PoPville is how I know about everything happening in this city. I very often start my conversations with 'I read on PoPville...'"
- Cheryl

"You're making a real contribution to life in DC and I appreciate that."
- Sue

"Your neighborhood reporting got us that info before anyone else in the city."
- Jack C.

"#FF @PoPville... tons of interesting content you won't find anywhere else."
- @MurielBowser

Our advertisers

Local News Now values our roughly 250 annual clients company-wide. Here are a few:



Arlington County



Arrowine



District of Columbia



Fairfax County



George Mason University



Georgetown Events



JBG SMITH



McEneaney Associates



National Landing BID



RLAH Real Estate



Smithsonian Institution



The Boro Tysons



Van Metre



Vida Fitness



Virginia Tech

LOCAL NEWS NOW SITES



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

OWNED AND OPERATED



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



MARKET: Fairfax County,
Va. (pop. 1.15m)



MARKET: Washington, D.C.
(pop. 690,000)

PARTNERS



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



MARKET: Prince William County and
Stafford County, Va. (pop. 636k)



MARKET: Lake County and
McHenry County, Ill. (pop. 1.02m)



MARKET: D.C. metro area
(pop. 6.4m)



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ABOUT

Local News Now is a publisher of high-quality, originally-reported local news in the Washington, D.C. area. We offer cost-effective, customized advertising and marketing solutions for local businesses. As a local media company, we are hyper-focused on building engaged online communities by providing original local content that's interesting, useful and updated frequently. LNN's advertising options offer local businesses and organizations innovative and engaging ways to reach geographically-targeted consumers

AD OPTIONS FOR ALL LNN SITES: <https://www.lnnllc.com/advertise>