

# MEDIA KIT

# 2024



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.



# STANDARDS | Our most popular options, newly optimized

## 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

**\$650/mo** or  
**\$6,500/yr**

FREE – Ad design

## 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

**\$550/mo** or  
**\$5,500/yr**

FREE – Ad design

## Sponsored Post



Inform, promote and drive sales. Promoted via Facebook, Twitter, email newsletter, search engines and on our homepage. Simple to produce and simply effective. Writing services available.

**\$650** or  
**\$6,500/yr**  
(new post monthly)

**FREE** – Up to 10 photos in a gallery and 2 embedded videos or social posts

**\$150** – Enhanced Sponsored Post w/ paid Facebook boost, second Twitter post, optional interactive element (poll, signup form or quiz)

**\$1,000/mo or \$10,000/yr – Both ads combined**

# SPECIALTIES

Engage with readers in the right way, at the right moment

## Email Blast



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.

**\$1,000**

**10,000+ subscribers**

## Listing of the Day



Includes a description, a link, and a photo gallery. Daily slots are first come, first serve. Submit directly via our Content Hub or purchase in bulk with an account rep.

**\$349**

## Content Hub



**Announcements**



**Events**



**Homes**



**Jobs**



**Post now: [Inn.co/post](https://inn.co/post)**

# BUNDLES

Get even more reach and deeper discounts

## Splash



Make a splash by combining both display ads and a quarterly Enhanced Sponsored Post.

**3 mos: \$3,500**

**1 yr: \$12,000**

## Super

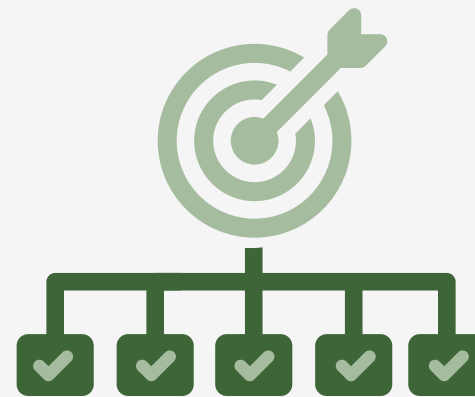


A robust campaign that makes an impression. Combines both display ads, monthly Enhanced Sponsored Posts and quarterly email blasts.

**3 mos: \$5,500**

**1 yr: \$20,000**

## Maximum



There is no better way to maximize your message. Combines both display ads (2x impressions), monthly Enhanced Sponsored Posts, two quarterly email blasts.

**3 mos: \$7,500**

**1 yr: \$28,000**

## Discounts

Credit card on file

5%

+

Auto recurring billing

5%

+

Nonprofits

10%

DISCOUNTS CAN BE COMBINED

## Readership Stats

35.4 Million

YEARLY PAGEVIEWS

500,000

UNIQUE MONTHLY VISITORS

### 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 ≥ \$100K

36%

HAVE CHILDREN

35%

GRADUATE-LEVEL  
EDUCATION

### Social Connection



48,000

FACEBOOK FOLLOWERS  
@POPVILLE



67,000

INSTAGRAM FOLLOWERS  
@POPVILLE



194,000

TWITTER FOLLOWERS  
@POPVILLE

## Our 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*

## Reader Surveys

**28%**

Made a purchase based on an ARLnow ad or sponsored article in 2022.

**38%**

Can recall an ad or sponsored article from within the past month.

**89%**

Like the ads on ARLnow.

## 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: Washington,  
D.C. (pop. 690k)



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



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>**