



reston **now**

Advertising Packages **2021**

*Founded in 2010, RestonNow.com is
the community's most-read local news
and lifestyle publication.*



Boasting a highly- engaged audience of **more than 100,000 monthly users**, Reston Now is produced locally for those who live and work in Reston and Herndon. Our team believes that **great local advertising helps to supplement great local content**, while our advertisers are deeply passionate about serving the greater Reston area and enhancing the local community.

Options Tailored To Your Goals



Build your brand and maintain awareness

BANNER ADVERTISING

Specs

- Skyscraper: 300x600px, appears on desktop and the email newsletter sidebar
- Cinematic: 600x300px, appears on desktop and mobile

Pricing

Skyscraper	\$399/mo
Cinematic	\$349/mo



Establish authority and engage readers

SPONSORED COLUMN

Specs

- Published weekly or biweekly
- Includes graphical banner and intro paragraph
- Up to 1,000 words, 10 links and 3 photos
- May also include embedded media (YouTube videos, Twitter posts, polls)

Pricing

Weekly	\$600/mo
Biweekly	\$400/mo



Inform, promote and drive actions

PROMOTED POST

Specs

- Up to 200 words, 5 photos, 3 links
- May also include embedded media (YouTube videos, Twitter posts, polls)

Pricing

A la Carte	\$299/post
Monthly	\$249/mo

See add-on options below



Drive traffic and name recognition

REAL ESTATE FEATURE

Specs

- For Weekly Feature: Same as Sponsored Column.
- For Listing of the Day: Same as Promoted Post. Each post includes listing address, neighborhood, listing price and open house times.

Pricing

Weekly Feature	\$600/mo
Listing of the Day	\$199/post



Skyscraper - 300x600px

Appears on desktop, mobile and email newsletter sidebar



Cinematic - 600x300px

Appears on desktop and mobile

Available Discounts

Monthly auto-pay discount: 5%
One-year prepayment discount: 10%

Promoted Post Add Ons

\$75 - Up to 1,000 words, 6 links, 10 photos
\$150 - Targeted Facebook boost
\$300 - Add second social media post and targeted Facebook boost

Bundles and Other Options

- 1 Dedicated Email Blast** **\$449/mo**
 - A graphical, promotional email exclusively about your organization or event
 - Sent to more than 10,000 opt-in email subscribers
- 2 Both display ads** **\$649/mo**
 - Skyscraper and Cinematic
 - Reach readers across desktop, mobile and email
- 3 Skyscraper ad and a monthly promoted post** **\$599/mo**

The power of display advertising and branded content, in one discounted package
- 4 Weekly column or feature and Skyscraper ad** **\$899/mo**

Supplement your weekly column or feature a Skyscraper ad, to stay top of mind 24/7
- 5 Standard 3-month combo** **\$1,499 total**
 - Includes three months of Skyscraper ad and two promoted posts
 - A robust, limited-run campaign that will make an impression
- 6 Maximum reach 3-month combo** **\$3,399 total**
 - Includes both display ads for three months, three promoted posts and two email blasts
 - A combination of our highest-impact ads and sponsored content offerings.
There is no better way to maximize your message.

Audience & Demographics

Unparalleled local reach

300,000

PAGEVIEWS EACH MONTH

105,000

UNIQUE VISITORS EACH MONTH

Who reads Reston Now?

The typical Reston Now reader is an affluent professional between the age of 25-54, per Quantcast data and Google Analytics. But we also reach a wide range of locals, including military families, local leaders and long-time Restonians.

69%

AGES 25-54

44%

INCOME \geq \$100K

48%

HAVE CHILDREN

33%

GRADUATE-LEVEL
EDUCATION

Social Connection

19,000+

FANS @ FACEBOOK.COM/RESTONNOW

5,150+

TWITTER FOLLOWERS
@RESTONNOW

5,000+

NEWSLETTER SUBSCRIBERS

What our readers are saying

68%

Have made a purchase based on an ad, article or event listing

48%

Are more likely to support a local business that advertises on Reston Now

38%

Can recall an ad or sponsored article from within the past year

97%

Think Reston Now is supportive of local businesses

“I really enjoy reading the daily email that keeps me up to date with things happening in Reston.”

“My primary local news source. Keep up the good work.”

About **reston**^{now}

Covering Reston, Herndon and surrounding areas, Reston Now is the publication of record for the biggest hub along the Dulles Technology Corridor. With the area poised for rapid growth amid new development, an influx of tech employers, and the continued opening of Metro's Silver Line, Reston Now is proud to be Reston's most-read source of local news and information.

OTHER LOCAL NEWS NOW SITES



www.popville.com

PoPville is one of D.C.'s most read local publications, serving community and lifestyle content to hundreds of thousands of locals, including young professionals and families.



www.arlnow.com

ARLnow is Arlington, Virginia's premier local news and lifestyle publication. Whether you live or work in Arlington, ARLnow is your finger on the community's pulse.



www.alxnow.com

ALXnow is Alexandria, Virginia's newest source of local news and information. Built for a post-HQ2 world, ALXnow serves Alexandria's next generation of professionals and local leaders.



www.tysonreporter.com

Tyson Reporter is the first independent, daily news outlet dedicated to covering local happenings in the dynamic and developing Tysons community.