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/month
- Cinematic: $349/month

### 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/month
- Biweekly: $400/month

### 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/month

**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

### 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/month
- Listing of the Day: $199/post

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

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Lene Query  |  lene@lnnllc.com  |  703.348.0589
## Bundles and Other Options

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Dedicated Email Blast</strong>&lt;br&gt;• A graphical, promotional email exclusively about your organization or event&lt;br&gt;• Sent to more than 10,000 opt-in email subscribers</td>
<td>$449/mo</td>
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<tr>
<td>2</td>
<td><strong>Both display ads</strong>&lt;br&gt;• Skyscraper and Cinematic&lt;br&gt;• Reach readers across desktop, mobile and email</td>
<td>$649/mo</td>
</tr>
<tr>
<td>3</td>
<td><strong>Skyscraper ad and a monthly promoted post</strong>&lt;br&gt;The power of display advertising and branded content, in one discounted package</td>
<td>$599/mo</td>
</tr>
<tr>
<td>4</td>
<td><strong>Weekly column or feature and Skyscraper ad</strong>&lt;br&gt;Supplement your weekly column or feature a Skyscraper ad, to stay top of mind 24/7</td>
<td>$899/mo</td>
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<tr>
<td>5</td>
<td><strong>Standard 3-month combo</strong>&lt;br&gt;• Includes three months of Skyscraper ad and two promoted posts&lt;br&gt;• A robust, limited-run campaign that will make an impression</td>
<td>$1,499 total</td>
</tr>
<tr>
<td>6</td>
<td><strong>Maximum reach 3-month combo</strong>&lt;br&gt;• Includes both display ads for three months, three promoted posts and two email blasts&lt;br&gt;• A combination of our highest-impact ads and sponsored content offerings. There is no better way to maximize your message.</td>
<td>$3,399 total</td>
</tr>
</tbody>
</table>
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 ≥ $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
Our Readers & Advertisers

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.*”
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

PoPville
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.

ARLnow
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.

ALXnow
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.

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