

MEDIA KIT

# 2025



POTOMAC LOCAL NEWS

# For more than a decade, Potomac Local been the go-to local news outlet for information in Prince William and Stafford counties.



About 16,000 people receive our daily news email, which provides a comprehensive look at what's happening in our communities, from Manassas, to Woodbridge, to Fredericksburg. Our advertising options allow you to cost effectively reach these and the more than 100,000 readers who visit the site each month.

# STANDARDS

Our most popular options, newly optimized

## 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

**\$250/mo** or  
**\$2,500/yr**

FREE - Ad design

## 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

**\$300/mo** or  
**\$3,000/yr**

FREE - Ad design

## Sponsored Post



Inform, promote and drive sales. Promoted via social media, email newsletter, search engines and on our homepage. Simple to produce and simply effective.

**\$400** or  
**\$4,000/yr**  
(new post monthly)

FREE - At least 3x appearances on our social media accounts (X and Facebook) and 1x in our email newsletter

**\$500/mo or \$5,000/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**

**16,000 subscribers**

## Video Blast



Put video you've produced to work and boost its local distribution. We'll feature it in a Sponsored Post, with an eye-catching animated featured image and a round of social media promotion. Then we'll post the video in full on our Facebook and Instagram accounts.

**\$800**

## 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.

**\$249**

## Content Hub



**Announcements**



**Events**



**Homes**



**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 two quarterly sponsored posts. May substitute video blast for two sponsored posts.

**3 mos: \$2,250**

**1 yr: \$8,000**

## Super



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

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

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

## Maximum

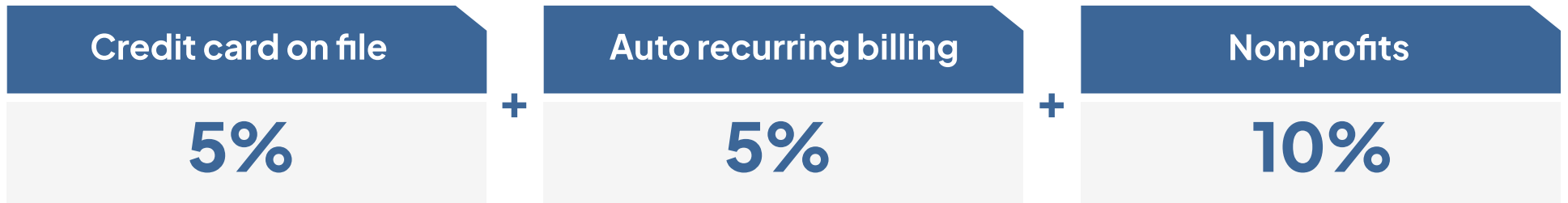


There is no better way to maximize your message. Combines both display ads (2x impressions), monthly Enhanced Sponsored Posts, a quarterly social blast and a quarterly email blast.

**3 mos: \$4,500**

**1 yr: \$16,000**

## Discounts



Discounts can be combined

## Readership Stats

**1.8 Million**

YEARLY PAGEVIEWS

**82,000**

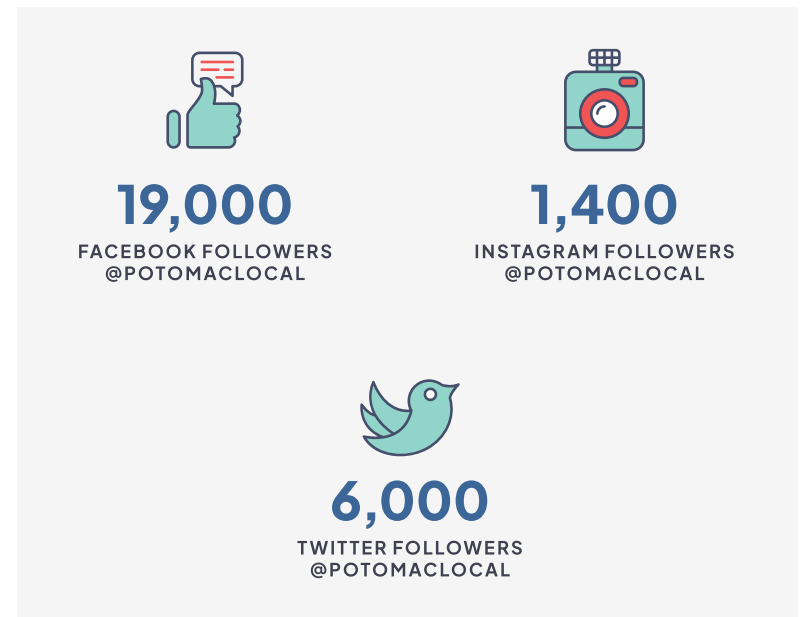
UNIQUE MONTHLY VISITORS

**1:48**

TIME SPENT ON SITE

### Reach the next generation of customers

Potomac Local reaches a wide range of readers, including long-time locals, military families, local government leaders and business owners.



## Our advertisers



## What Our Readers Are Saying

*“You are doing great -- always love the local coverage.” — Scott H., Fredericksburg, Va.*

*“I subscribe because you provide the best, most concise source of news and information about Prince William and Stafford counties. Thank you.” — Marion W., Manassas, Va.*

*“A vital tool to help me keep up with Woodbridge, Manassas, Prince William County! I really appreciate it.” — Mike A., Woodbridge, Va.*

*“Potomac Local News is local reporting and journalism at its best and the only news organization I subscribe to and support financially.” — Nick Z., Stafford, Va.*

## Our sites

### Owned and Operated



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



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



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

### Partners



Market: Montgomery County, Md. (pop. 1.06m)



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



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



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>**