

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/ea or
3+: \$300/ea

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. We'll also post the video in full on Facebook and Instagram Reels.

\$800

Listing of the Day

Promote a residential real estate listing. Includes a description, a link, and a photo gallery. Daily slots are first come, first serve. Submit directly via our Content Hub.

\$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 sponsored posts and quarterly email blasts. May substitute video blast for two sponsored posts.

3 mos: \$3,000

1 yr: \$10,000

Maximum



There is no better way to maximize your message. Combines both display ads (2x impressions), monthly sponsored posts and a quarterly email blast. May substitute video blast for two sponsored posts.

3 mos: \$4,500

1 yr: \$15,000

Discounts

Recurring invoices
10%

OR

Recurring auto payments
15%

+

Nonprofits
10%

CANCEL ANYTIME

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.


39%
AGES 25-54

44%
INCOME ≥ \$100K

48%
HAVE CHILDREN


19,000
FACEBOOK FOLLOWERS
@POTOMACLOCAL


1,400
INSTAGRAM FOLLOWERS
@POTOMACLOCAL


6,000
TWITTER FOLLOWERS
@POTOMACLOCAL

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>