

*Tysons*  
**REPORTER**  
2019 MEDIA KIT

Real local news  
Engaged local readers  
Easy, cost-effective advertising



# AUDIENCE & DEMOGRAPHICS

## UNPARALLELED LOCAL REACH:

**100,000**

Pageviews each month

**55,000**

Unique Visitors each month

## SOCIAL CONNECTION:



2,000+ followers



@TysonsReporter



2,100+ newsletter subscribers

## WHO READS TYSONS REPORTER?

Our typical reader is an affluent young professional, but we also reach a wide range of those who live and work in the area, including families of school-aged children, local government leaders and long-time residents of McLean and Vienna.

**60%**

Ages 25-44

**50%**

Income ≥ \$100K

**68%**

Search and social traffic

**71%**

Reading on mobile

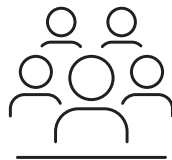
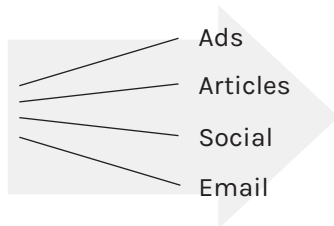
# PREMIUM BRAND PACKAGES

We are currently seeking a limited group of brand advertisers for our premium packages. This well-rounded marketing package gets your message across to hard-to-reach local consumers. Premium brand packages include everything you need to consistently and effectively reach your target audience.

## What's included in a Premium Brand Package?

- 1 sidebar ad - 100% SOV
- 1 promoted post/quarter
- 1 featured event, coupon or community post/month
- Free ad design and promoted post writing upon request
- Free enhanced reporting and advertising enhancements
- Dedicated account representative
- Quarterly performance report

**Your  
Message**



## Additional premium benefits offered at three levels:

### Silver \$600/month (max. 10 clients)

- + Afternoon Update email ad

### Gold \$900/month (max. 5 clients)

- + Cinematic ad
- + Afternoon Update email ad

### Platinum \$1,200/month (max. 5 clients)

- + Cinematic ad
- + Afternoon Update email ad
- + One social media shout out per month (written by us and posted on Facebook and Twitter)

# DISPLAY ADVERTISING

## A. Takeover Ad \$599/day

- + At top of all pages
- + Available early 2019

## B. Sidebar Ad \$399/mo

- + Optimized for maximum ad impressions
- + 300x250px (high resolution 600x500px also accepted)

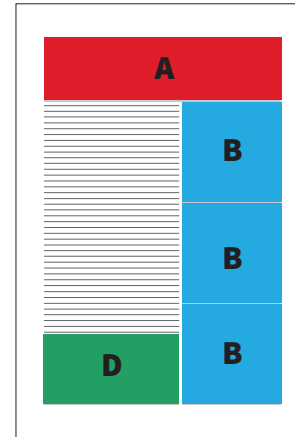
## C. Skyscraper Ad \$399/month

- + 300x600px
- + Optimized for high click-thru rate

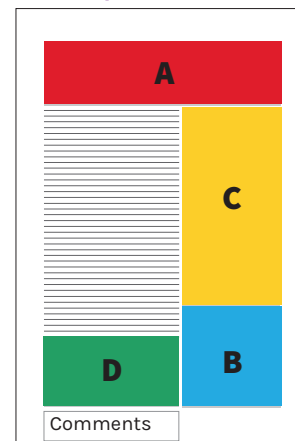
## D. Cinematic & Mobile Ad \$299/mo (each)

- + Appears between homepage posts/at top of mobile pages
- + Excellent balance of impressions and click-thru rate
- + 600x300px (cinematic), 320x100px (mobile)

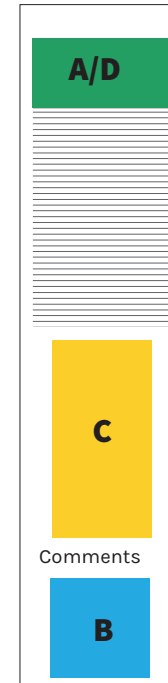
### Desktop homepage



### Desktop article



### Mobile



# SPONSORED CONTENT



## RECURRING FEATURE

Powerful branding vehicle allows you to be the community's expert on a given topic. Can also be used to capture lead-generating clicks. Published weekly or biweekly.

Contact us for pricing



## PROMOTED POST

A one-time informative article published on our homepage and shared via social media. Puts your organization's message in front of 10,000s of readers.

\$399/post



## FEATURED LISTING

A promoted post specifically for real estate listings or job listings.

\$249/post



## DEDICATED EMAIL BLAST

A graphical, promotional email exclusively about your organization or event blasted out to thousands of our subscribers.

\$399/email - 2,100+ subs



## SELF-SERVE CONTENT

Self-publish featured events, community posts and other content directly to our site.

[tysonsreporter.com/post](https://tysonsreporter.com/post)

Writing services are provided free of charge, upon request, for promoted posts.

	Max word count	Max photos*
Spons. Feature	600	10
Promoted Post	300	10
Featured Listing	150	10
Self-Serve Content	No Limit	1
Email Blast	N/A	N/A

\*all submitted photos must be horizontal

# OUR READERS & ADVERTISERS

## WHAT READERS ARE SAYING ABOUT OUR SITES:

**60%**

Have made a purchase based on an ad or sponsored article

**50%**

Have made a purchase based on an event in our event calendar

**38%**

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

**95%**

Know someone else who reads our site

"Really appreciate the local news that the Post doesn't cover."

"I make it a point to read your email every time."

SOURCE: ARLNOW.COM READER SURVEY

## WHO OUR ADVERTISERS ARE:



Multi-Family Real Estate



Legal Services



Schools



Residential Real Estate



Financial Services



Government



Local Businesses



Business Improvement Districts



Commercial Real Estate

Our goal is to partner with companies to create great local advertising that readers actually want to see and engage with.

We work with our advertisers to craft campaigns that are effective at reaching a large, local audience and achieving their marketing goals. Informative, native advertising is what we do best.

Local advertising with us works because it's:

## RELEVANT

Communicate a value proposition that is genuinely of interest to local readers.

## AUTHENTIC

We help emphasize your community connection and communicate on a personal, native level.

## ACTIONABLE

Give highly-engaged viewers a way to purchase, sign up or learn more.

## BRIEF

People value their time, so we help you get your message across in a concise, reader-friendly format.

## DISCOUNTS

**Credit card on file**  
5%

**6-month pre-payment**  
10%

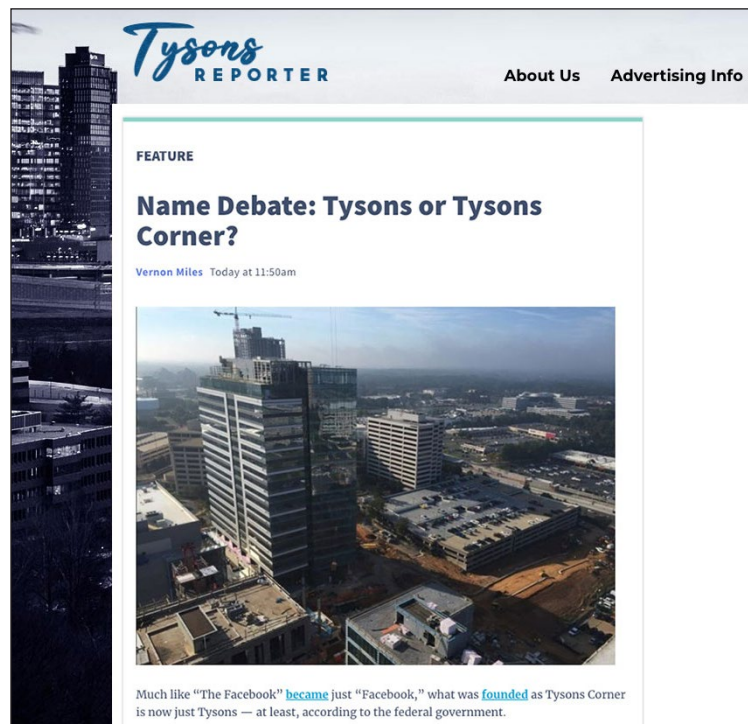
**12-month pre-payment**  
15%

**Nonprofit discount**  
15%

Let's get started.

# ABOUT *Tyson's* REPORTER

Launched in September 2018 and already attracting more than 50,000 monthly unique visitors, [Tysons Reporter](#) is the first full-time, independent news outlet dedicated to covering local happenings in the dynamic and developing Tysons community. The site chronicles daily happenings in Tysons as well as surrounding neighborhoods like McLean, Vienna and Falls Church.



## OTHER LOCAL NEWS NOW SITES

**ARL**now

[www.arlnow.com](http://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.

reston **now**

[www.restonnow.com](http://www.restonnow.com)

Reston Now is Reston, Virginia's go-to online local news source, providing a one-stop shop for any organization seeking to reach those who live and work along the Silver Line corridor.

★ ★ ★ THE RUNNER'S SOURCE FOR THE DC AREA  
**RUN**WASHINGTON

[www.runwashington.com](http://www.runwashington.com)

Founded in 1984, RunWashington is the D.C. region's #1 resource for runners, triathletes and fitness enthusiasts. RW boasts the top Google spot for those looking for local races.

POPville

[www.popville.com](http://www.popville.com)

PoPville is one of D.C.'s most-read local publications, with a quarter million visitors each month and content geared toward young professionals and families.