

ATTENTION

READERS SPENT A COLLECTIVE **1.3 MILLION MINUTES**
ON TYSONS REPORTER IN 2019

AUDIENCE & DEMOGRAPHICS

UNPARALLELED LOCAL REACH:

225,000

Pageviews each month

105,000

Unique Visitors each month

SOCIAL CONNECTION:



3,000 followers (facebook.com/tysonsreporter)



2,700 followers (@TysonsReporter)



4,200 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.

50%

Ages 25-44

48%

Income ≥ \$100K

47%

Has kids

82%

College or grad school

IT'S ALL ABOUT ATTENTION

We live in an attention economy and a mobile world. Almost everyone has a smartphone, which means your message has lots of competition. Tysons Reporter helps you stand out and reach consumers as they're in a unique local mindset.

Attention-wise, we're confident of being the best value for reaching locals via any medium.

PREMIUM BRAND 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
- Free ad design and promoted post writing upon request
- Quarterly performance report

Additional premium benefits offered at three levels:

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

- + Email newsletter ad

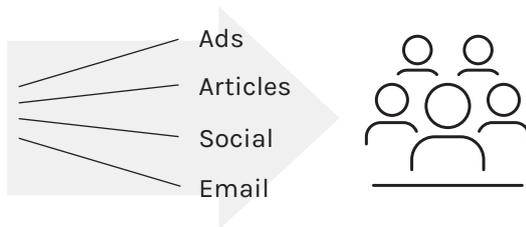
Gold \$900/month* (max. 5 clients)

- + Cinematic ad
- + Email newsletter ad

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

- + Cinematic ad
- + Mobile ad
- + Email newsletter ad

**Your
Message**



* Minimum 3 month term

DISPLAY ADVERTISING

A. Sidebar Ad \$299/mo

- + Optimized for maximum ad impressions
- + 600x500px

B. Skyscraper Ad \$299/month

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

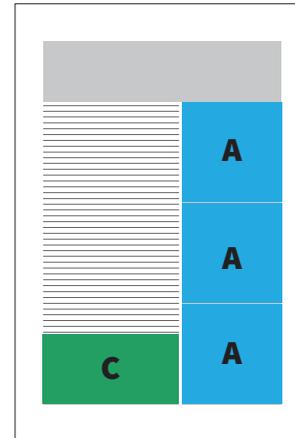
C. Cinematic Ad \$249/mo

- + Appears between homepage posts, before comments
- + 600x300px

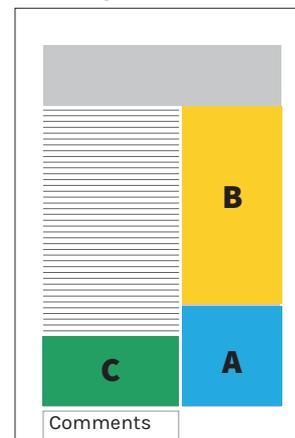
D. Mobile Ad \$249/mo

- + Appears at the top of all mobile pages
- + 640x200px

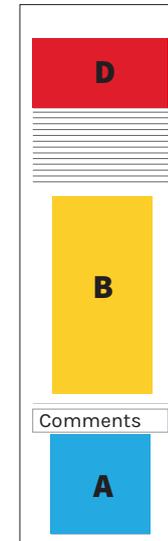
Desktop homepage



Desktop article



Mobile



DISCOUNTS

Month-to-month billing
10%

Nonprofit discount
15%

12-month pre-payment
20%

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. Put your organization's message in front of 10,000s of readers.

\$249/post (>200 words)
\$349/post (200-1,000 words)



FEATURED LISTING

A promoted post specifically for real estate listings or job listings, priced to fit your budget.

\$199/post



DEDICATED EMAIL BLAST

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

\$449/email - 4,200+ subs

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

| | Max word count | Max photos* |
|------------------|----------------|-------------|
| Spons. Feature | 600 | 10 |
| Promoted Post | 1,000 | 10 |
| Featured Listing | 150 | 10 |
| Email Blast | N/A | N/A |

*all submitted photos must be horizontal

OUR READERS & ADVERTISERS

WHAT READERS ARE SAYING ABOUT OUR SITES:

33%

Made a purchase based on an ad or sponsored article in 2019

67%

Are more likely to support a company that advertises with Tysons Reporter

78%

Live in Tysons, McLean, Vienna or Falls Church

4.3 star

Satisfaction rating (out of 5) of our news coverage

"Great insights into upcoming changes in an area that is shaping up to be a community of the future."

"I can't express enough how valuable your reporting is."

"It's local keeps me up to date on what is happening in my neighborhood."

"Stories... I really can't get anywhere else online."

SOURCE: TYSONS REPORTER READER SURVEY

WHO OUR ADVERTISERS ARE:



Multi-Family Real Estate



Legal Services



Schools



Residential Real Estate



Financial Services



Government



Local Businesses



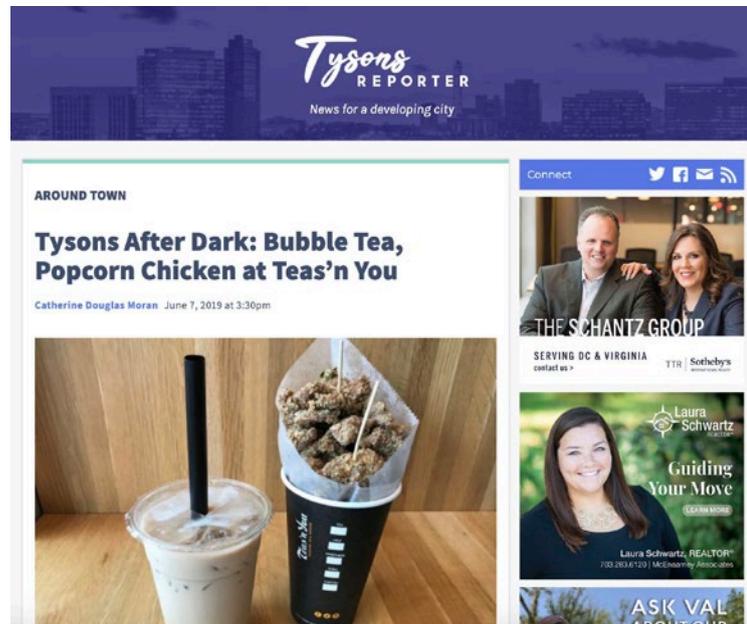
Business Improvement Districts



Commercial Real Estate

ABOUT **Tyson's** REPORTER

Launched in September 2018 and already attracting more than 100,000 monthly unique visitors, **Tyson's Reporter** is the first full-time, independent news outlet dedicated to covering local happenings in the dynamic and developing Tyson's community. The site chronicles daily news, local business, events and development in Tyson's as well as the surrounding neighborhoods of McLean, Vienna and Falls Church.



OTHER LOCAL NEWS NOW SITES

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.

reston now

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.

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.

POPville

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.