



Tyson's
REPORTER

Advertising Packages **2021**

Launched in September 2018 Tysons Reporter is the first and only full-time, independent news outlet dedicated to covering local happenings in the dynamic and developing Tysons community.



With more than **100,000 unique monthly visitors**, Tysons Reporter is the go-to local news source for Tysons, McLean, Vienna and Falls Church. The site chronicles daily news, local business, events, development, and everything else of local interest, in a format that's **native to the digital generation**.

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/mo
Cinematic	\$349/mo



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/mo
Biweekly	\$400/mo



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/mo

See add-on options below



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/mo
Listing of the Day	\$199/post



Skyscraper - 300x600px

Appears on desktop, mobile and email newsletter sidebar



Cinematic - 600x300px

Appears on desktop and mobile

Available Discounts

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

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

Bundles and Other Options

- 1 Dedicated Email Blast** **\$449/mo**
 - A graphical, promotional email exclusively about your organization or event
 - Sent to more than 10,000 opt-in email subscribers
- 2 Both display ads** **\$649/mo**
 - Skyscraper and Cinematic
 - Reach readers across desktop, mobile and email
- 3 Skyscraper ad and a monthly promoted post** **\$599/mo**

The power of display advertising and branded content, in one discounted package
- 4 Weekly column or feature and Skyscraper ad** **\$899/mo**

Supplement your weekly column or feature a Skyscraper ad, to stay top of mind 24/7
- 5 Standard 3-month combo** **\$1,499 total**
 - Includes three months of Skyscraper ad and two promoted posts
 - A robust, limited-run campaign that will make an impression
- 6 Maximum reach 3-month combo** **\$3,399 total**
 - Includes both display ads for three months, three promoted posts and two email blasts
 - A combination of our highest-impact ads and sponsored content offerings.
There is no better way to maximize your message.

Audience & Demographics

Unparalleled local reach

230,000

PAGEVIEWS EACH MONTH

92,500

UNIQUE VISITORS EACH MONTH

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.

69%

AGES 25-54

47%

INCOME \geq \$100K

49%

HAVE CHILDREN

36%

GRADUATE-LEVEL
EDUCATION

Social Connection

3,100+

FANS @
FACEBOOK.COM/TYSONSREPORTER

3,050+

TWITTER FOLLOWERS
@TYSONSREPORTER

5,400+

NEWSLETTER SUBSCRIBERS

Our Readers & Advertisers

What our readers are saying

33%

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

67%

Are more likely to support company that advertises with Tysons Reporter

78%

Live in Tysons, McLean, Vienna or Falls Church

4.3★

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.”

About *Tyson's* REPORTER

Covering Tysons and the surrounding communities of McLean, Vienna and Falls Church, Tysons Reporter is the news publication of record for “America’s Next Great City.” The economic engine of Fairfax County, one of the United States’ most prosperous counties, Tysons is poised for rapid growth for decades to come -- and we’ll be there to cover it and serve those who live and work here.

OTHER LOCAL NEWS NOW SITES



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.



www.restonnow.com

Reston Now is the go-to online local news source for Reston and Herndon, chronicling the rapid growth of the area with the opening of the Silver Line.



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.



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.