

MEDIA KIT

2024



THE
MOCOSHOW

Originally founded as a podcast in 2015, **The MoCo Show** is now the go-to local news source for the county we love.

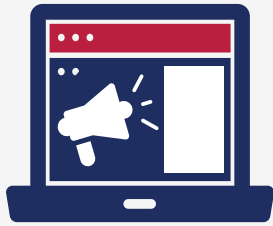


MoCo Show is the authentic local voice of Montgomery County, reaching hundreds of thousands of people across our website and popular social media channels. We keep our followers up to date about everything from county government to restaurant openings to local happenings.



STANDARDS | Our most popular options, newly optimized

Skyscraper Ad



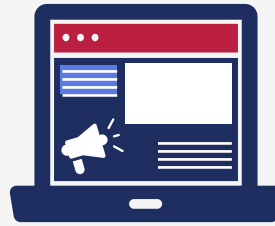
Big and bold, at an industry standard 300x600px. Appears on the sidebar on a desktop computer and in the content stream on mobile. Also appears in our email newsletter.

Est. impressions:
~300,000

\$650/mo or
\$6,500/yr

FREE – Ad design

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

\$550/mo or
\$5,500/yr

FREE – Ad design

Sponsored Post



Inform, promote and drive sales. Promoted via Facebook, Twitter, email newsletter, search engines and on our homepage. Simple to produce and simply effective. Writing services available.

\$650 or
\$6,500/yr
(new post monthly)

FREE – Up to 10 photos in a gallery and 2 embedded videos or social posts

\$150 – Enhanced Sponsored Post w/ paid Facebook boost, second Twitter post, optional interactive element (poll, signup form or quiz)

\$1,000/mo or \$10,000/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.

\$500

2,500+ subscribers

Social Blast



For an optimal fit with its audience, MoCo Show works directly with advertisers on social media campaigns. Please see <https://mocoshow.com/sponsors/> for more information.

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.

\$349

Content Hub



Announcements



Events



Homes



Jobs



Post now: inn.co/post



BUNDLES

Get even more reach and deeper discounts

Splash



Make a splash by combining both display ads and a quarterly Enhanced Sponsored Post.

3 mos: \$3,500

1 yr: \$12,000

Super

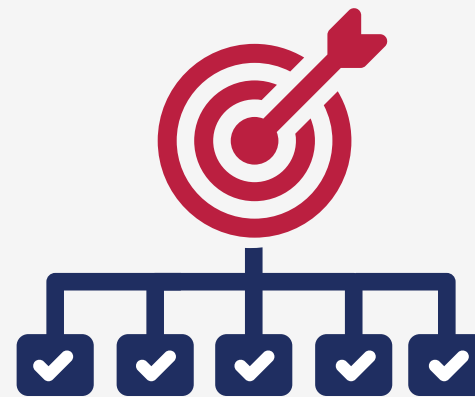


A robust campaign that makes an impression. Combines both display ads, monthly Enhanced Sponsored Posts and quarterly email blasts.

3 mos: \$5,000

1 yr: \$18,000

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: \$6,500

1 yr: \$24,000



Discounts



DISCOUNTS CAN BE COMBINED

Readership Stats

15 Million

YEARLY PAGEVIEWS

850,000

UNIQUE MONTHLY VISITORS

Social Connection



75,000

FACEBOOK FOLLOWERS
@MOCOSHOW



40,500

TWITTER FOLLOWERS
@THEMOCOSHOW



122,000

INSTAGRAM FOLLOWERS
@THEMOCOSHOW



310,000

TIKTOK LIKES
@THEMOCOSHOW



Our advertisers



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



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



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>