

MEDIA KIT

2024



**THE
MOCOSHOW**

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



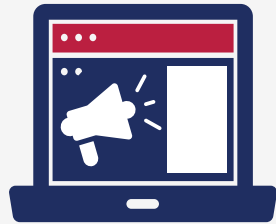
MoCoShow is the authentic local voice of Montgomery County, reaching hundreds of thousands of people across our website and popular social media channels. We keep our followers up to date about everything from county government to restaurant openings to local happenings.



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 social media, email newsletter, search engines and on our homepage. Simple to produce and simply effective.

\$700 or
\$7,000/yr
(new post monthly)

FREE - Three promotional social posts on Facebook (1x) and Twitter (2x)

\$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](https://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

20 Million

YEARLY PAGEVIEWS

850,000

UNIQUE MONTHLY VISITORS



82,000

FACEBOOK FOLLOWERS
@MOCOSHOW



48,000

TWITTER FOLLOWERS
@THEMOCOSHOW



138,000

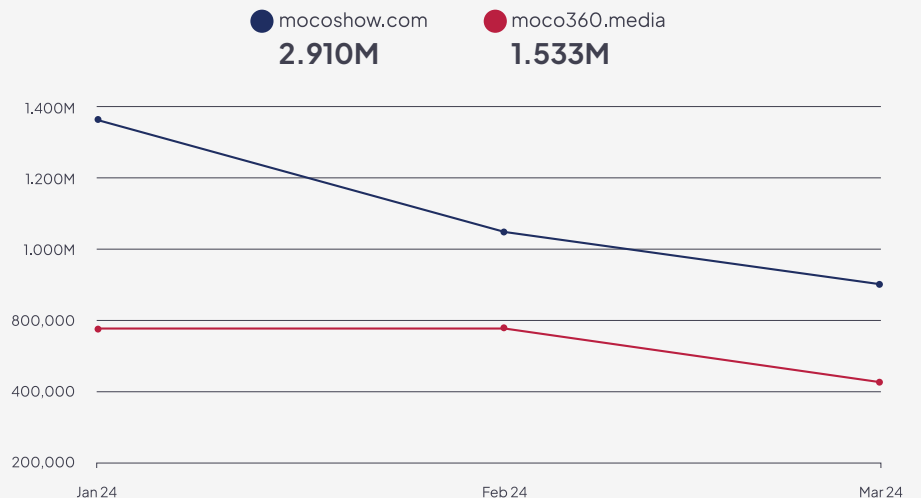
INSTAGRAM FOLLOWERS
@THEMOCOSHOW



345,000

TIKTOK LIKES
@THEMOCOSHOW

Visits Over Time: Jan 2024 - Mar 2024



Source: SimilarWeb



LNN Advertisers



LNN Sites

Owned and Operated

ARLnow

MARKET: Arlington, Va.
(pop. 238k)

ALXnow

MARKET: Alexandria,
Va. (pop. 159k)

FFXNOW

MARKET: Fairfax County,
Va. (pop. 1.15m)

Partners



THE MOCOSHOW

MARKET: Montgomery
County, Md. (pop. 1.06m)



POPVILLE
PRINCE OF PETWORTH

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>