

2025

MEDIA KIT

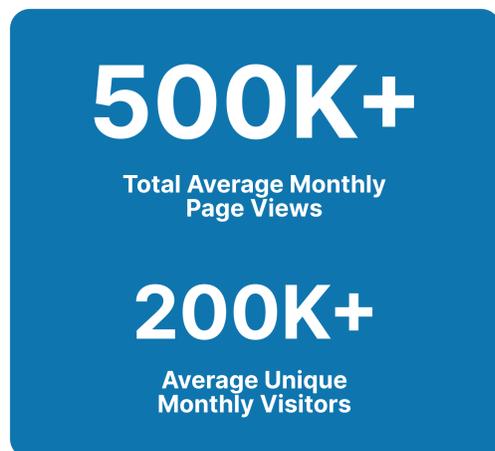
The Burn is the uber-popular website based in Ashburn, Virginia that covers restaurants, retail, shopping centers, entertainment venues, major road projects and other high interest news stories that people really want to know about.



That's why our readership has grown exponentially, our engagement is sky high and people are constantly buzzing about what they read on The Burn.

Founded in 2016 by a career journalist who knows how to dig for stories, The Burn covers news in Loudoun and western Fairfax Counties including Ashburn, Leesburg, Sterling, Dulles, Purcellville, South Riding, Herndon, Reston, Tysons and Chantilly.

Traffic



Socials



Usage

Audience

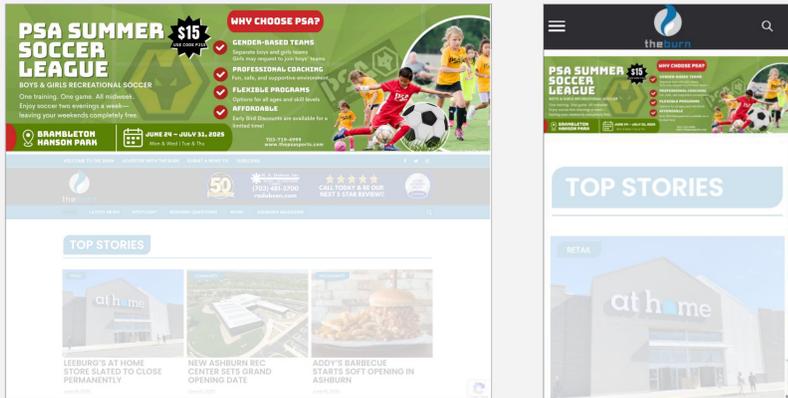


AVAILABLE SIZES

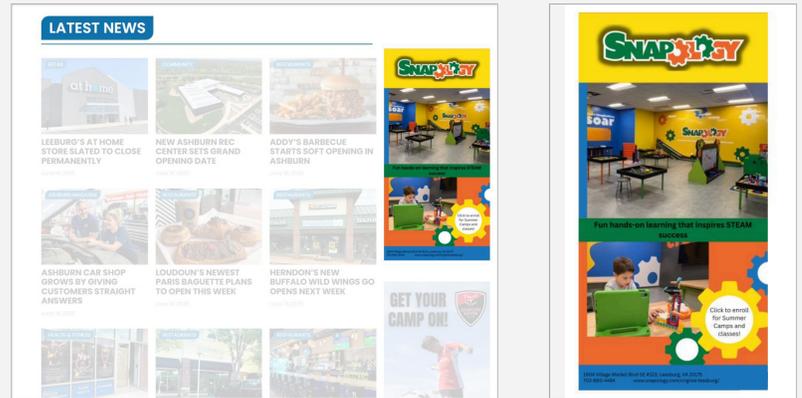
Ad runtime of 30 days



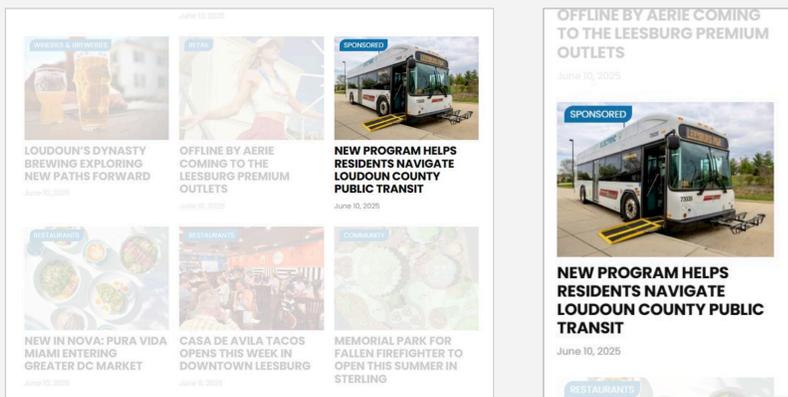
2000x625 ROS TOP BILLBOARD



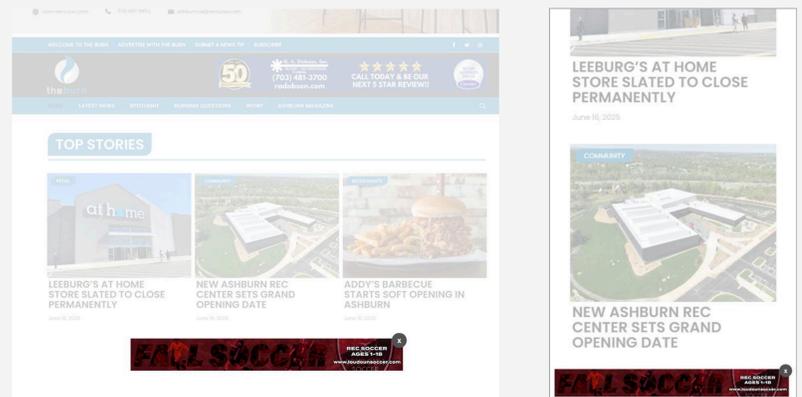
300x600 ROS HALF PAGE



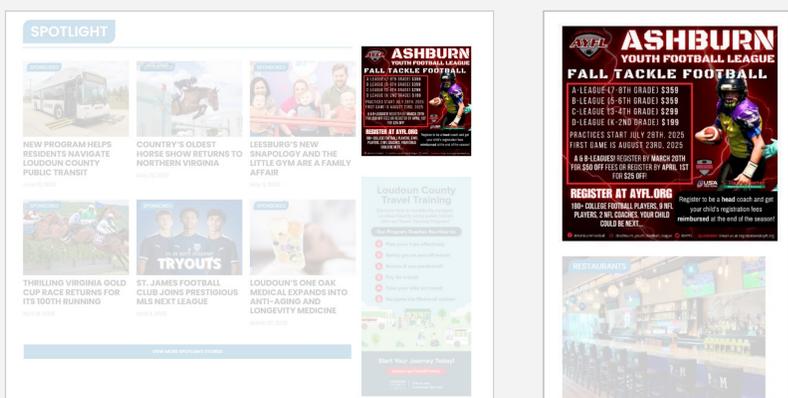
Article SPONSORED STORY



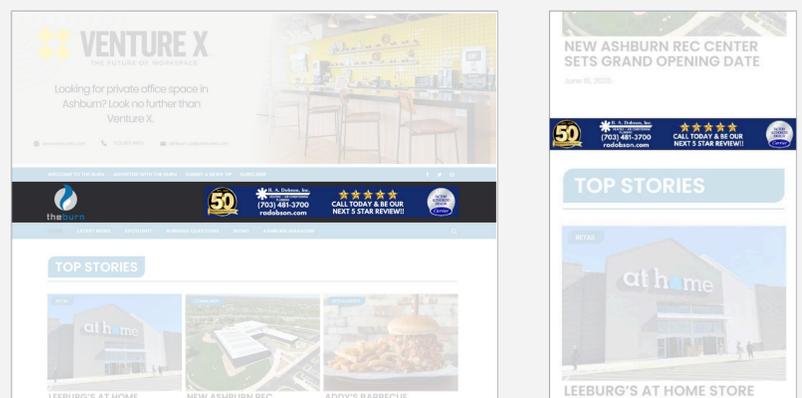
728x90 SNEAKER POP-UP



300x300 ROS SQUARE



300x600 LEADERBOARD



BASIC AD DESIGN

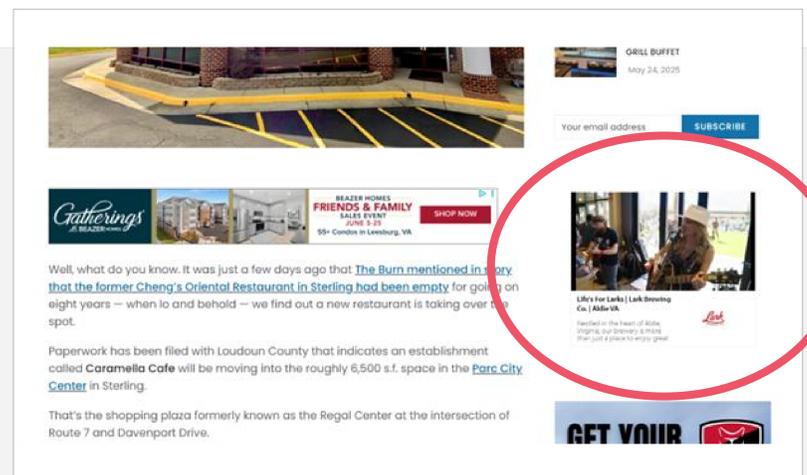
Leave the guesswork out and let our experts take care of it for you. Choose our basic ad design service and make a big impact without the big price tag. Get started today.

WHAT'S NEW?



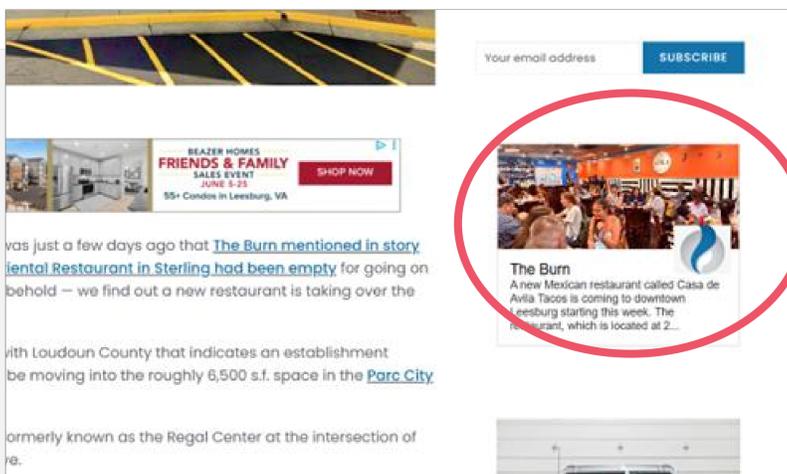
YOUTUBE

- Publish a video from your YouTube channel on The Burn site
- YouTube video, plus your company logo and short block of text are inserted into 300x300 ad slot



INSTAGRAM SPONSORED POST

- Publish a high-impact post to The Burn's 12,000 Instagram followers
- Post can consist of 3-4 photos and/or a short video (60 seconds or less), plus 2-3 sentences of text.
- We add you as Collaborator so Post also shows on your Feed



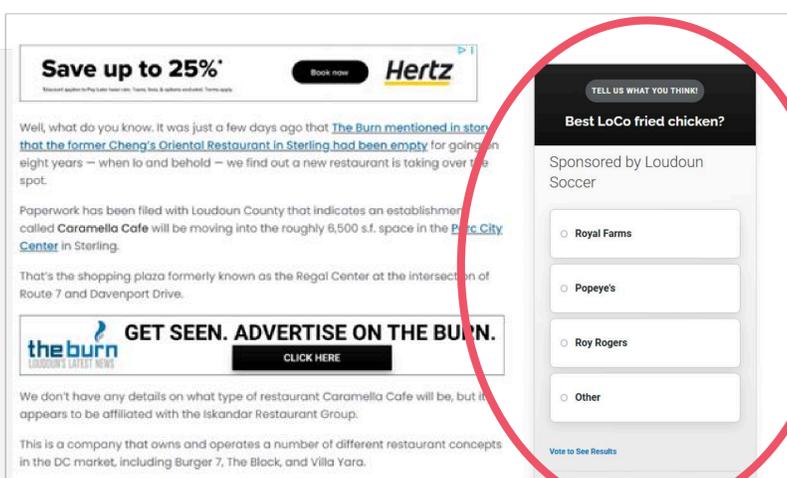
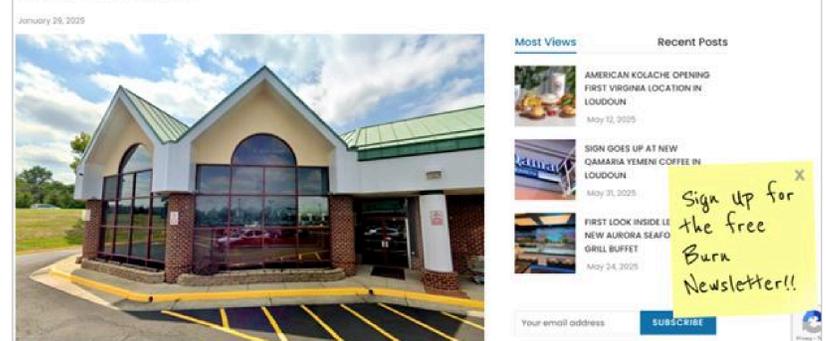
FACEBOOK

- Bring your most recent Facebook post into The Burn site
- Photo and text from your Facebook post, plus your company logo are inserted into 300x300 ad slot

STICKY NOTE

- High visibility ad unit near the top of the page
- Short reminder message that brings readers to client's landing page
- Up to 50 characters; copy approval by The Burn
- Desktop and Tablet only

NEW RESTAURANT TAKING OVER FORMER CHENG'S SPOT IN STERLING



POLL

- Runs as a 300 x 600 unit in the "right rail"
- One question with up to four responses
- Advertisers may sponsor a poll commissioned by The Burn or present their own 1-question poll
- Question and response approval by The Burn

E-NEWSLETTER



WEEKLY AD SLOTS

Top



Upper



Lower



Bottom



ADVERTISERS



TESTIMONIALS

"We had a great return from the Burn sponsored ad we ran, and we continue to have calls and appointments due to the ad."

— Dr. Vishal Verma, Integrated Healthcare Centers

"As a new business in the One Loudoun area, advertising on The Burn has been instrumental in not only helping increase visibility for our new Ted's Bulletin location, but also driving conversion for some of our fall and winter promotions."

— Laura Rankin, Chief Brand Marketing Officer, Catalogue

Let's Talk

✉ ads@theburn.com