

2026

# 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.



## Traffic

**500K+**

Total Average Monthly Page Views

**200K+**

Average Unique Monthly Visitors

## Socials



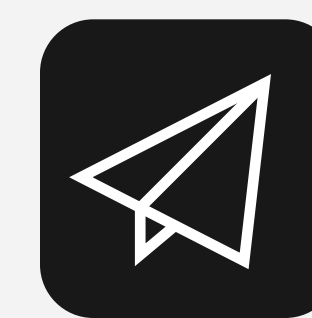
**33K+**  
Followers

[facebook.com/theburnva](https://facebook.com/theburnva)



**14K**  
Followers

[instagram.com/theburnva](https://instagram.com/theburnva)



**7K**  
E-Mail Subscribers

[The Burn Weekly Newsletter](#)



**25%**  
Desktop Users



**75%**  
Mobile Users

## Usage

## Audience



Gender →

Male (53%)

Female (47%)

Age →

18-24  
(7%)

25-34  
(19%)

35-44  
(21%)

45-54  
(20%)

45-54  
(19%)

65+  
(13%)

Interests →

Community

Restaurants

Retail

Entertainment

**Let's Talk**

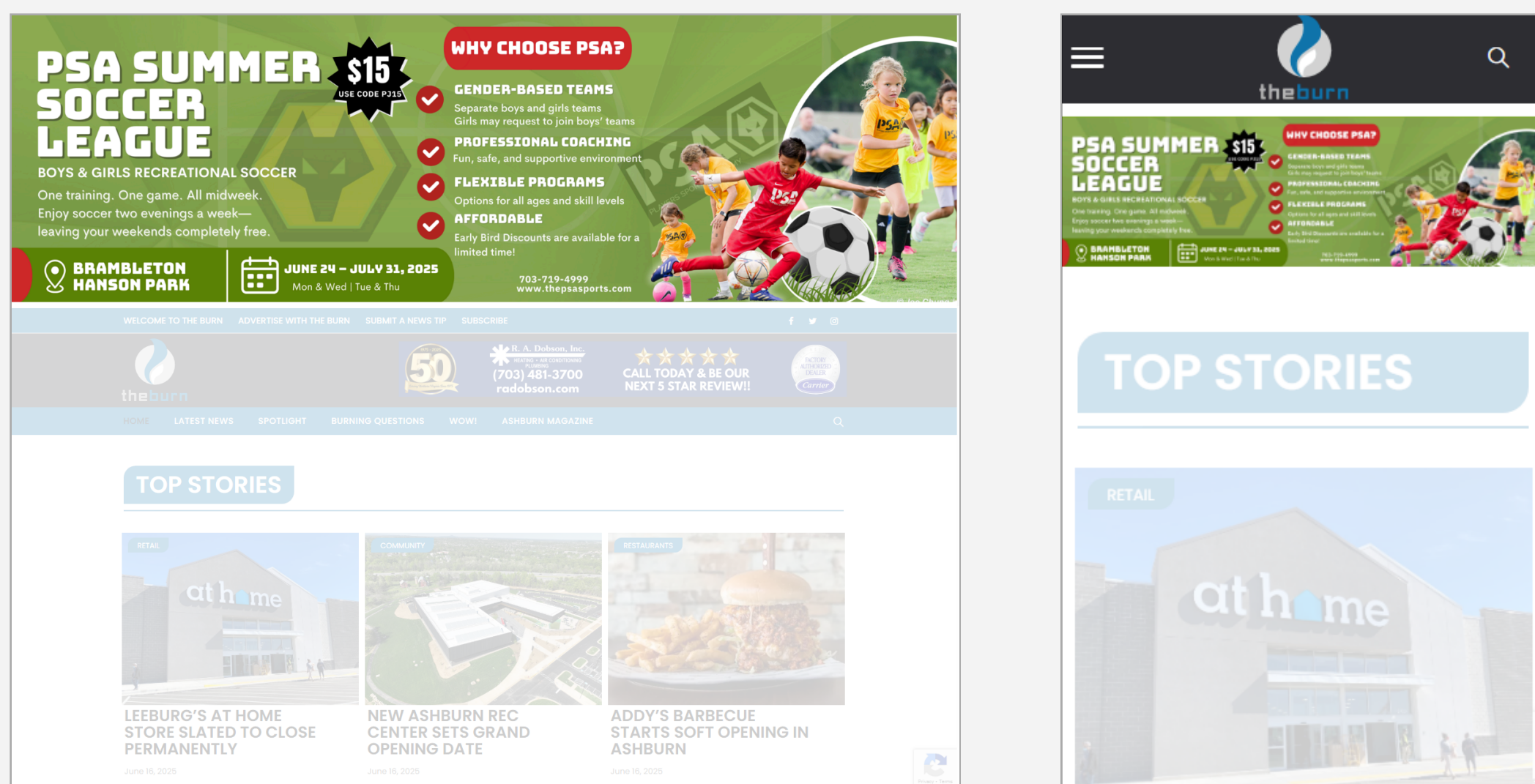


[ads@theburn.com](mailto:ads@theburn.com)

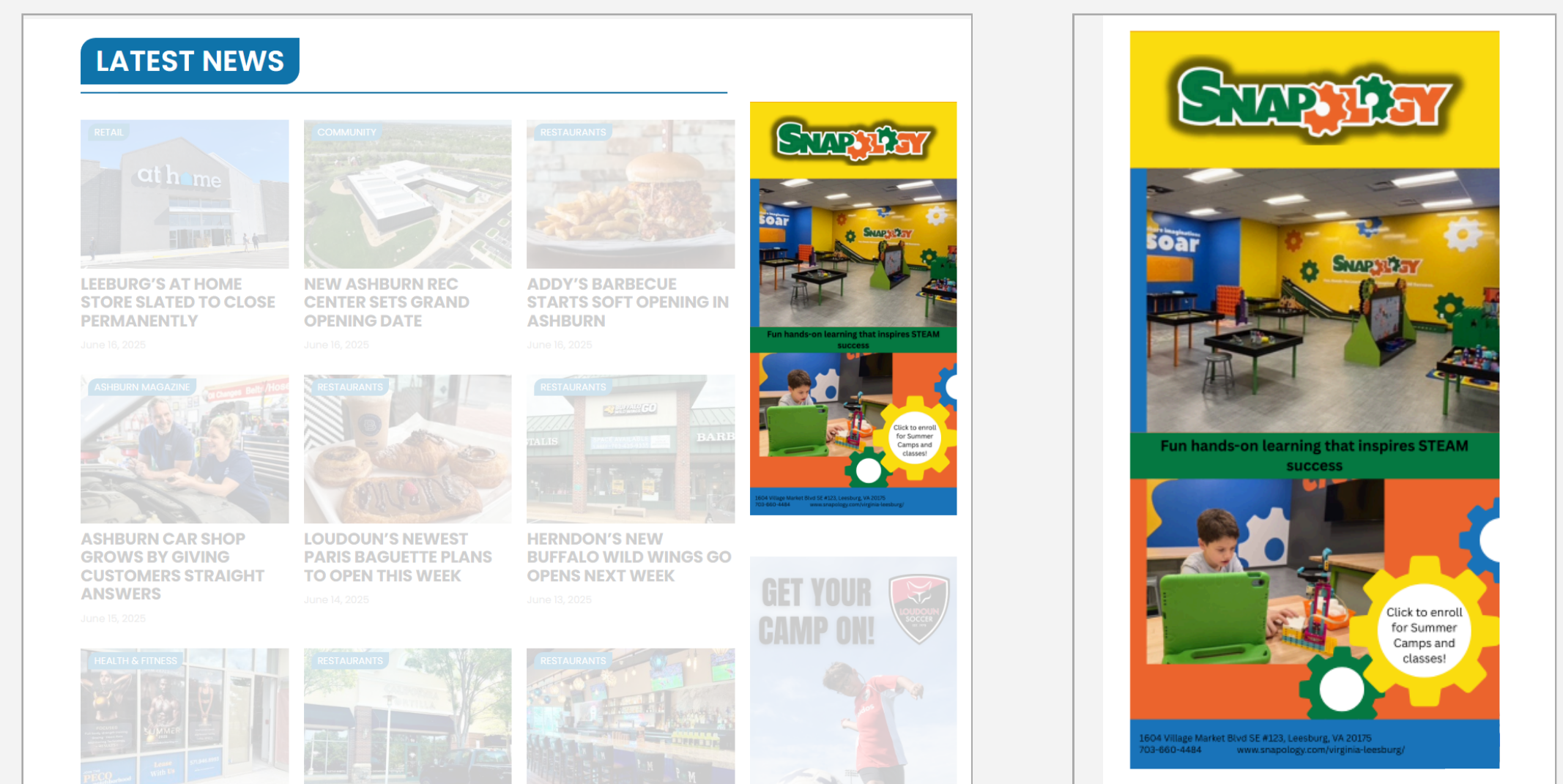
# AVAILABLE SIZES

Ad runtime of 30 days

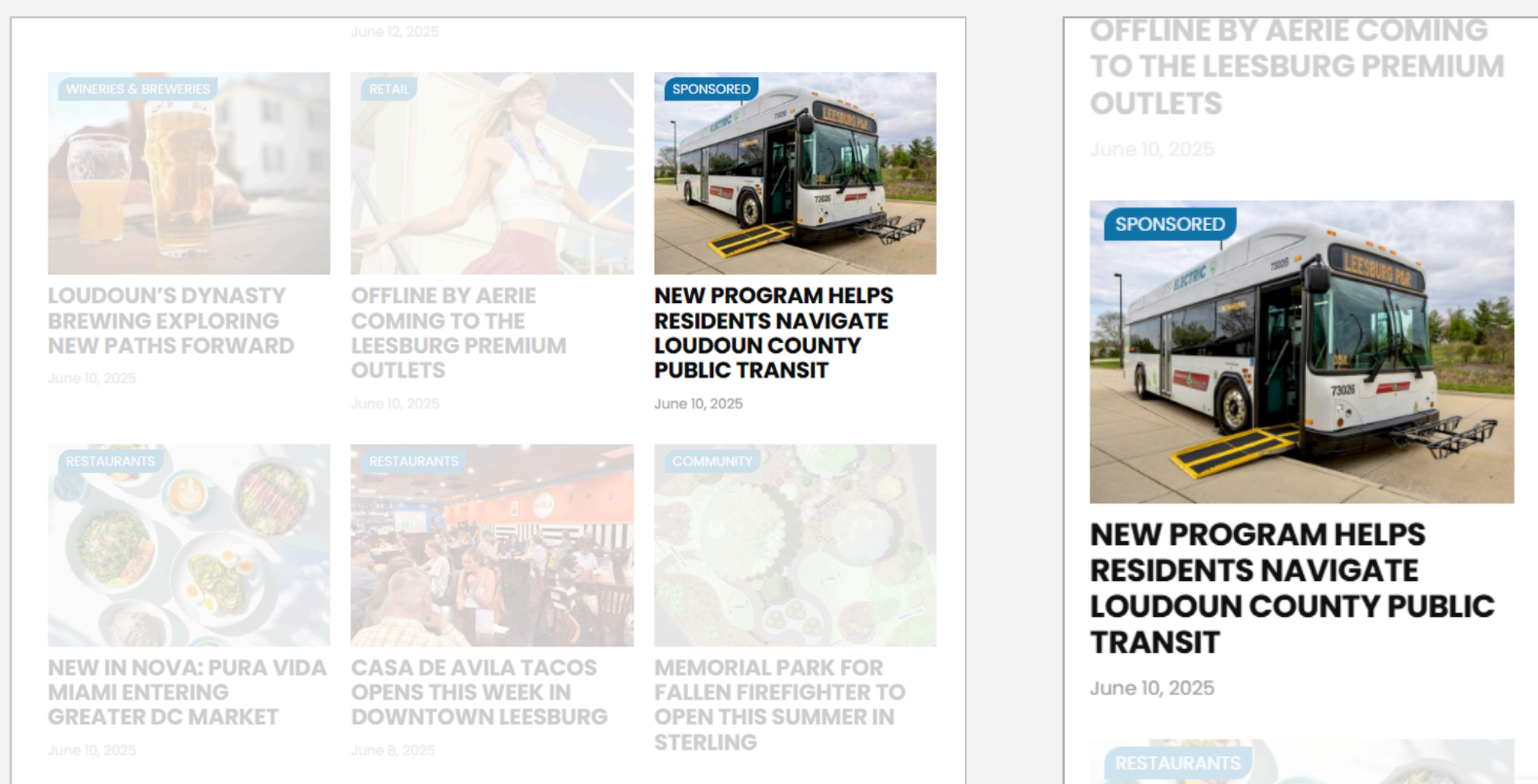
## 2000x625 ROS TOP BILLBOARD



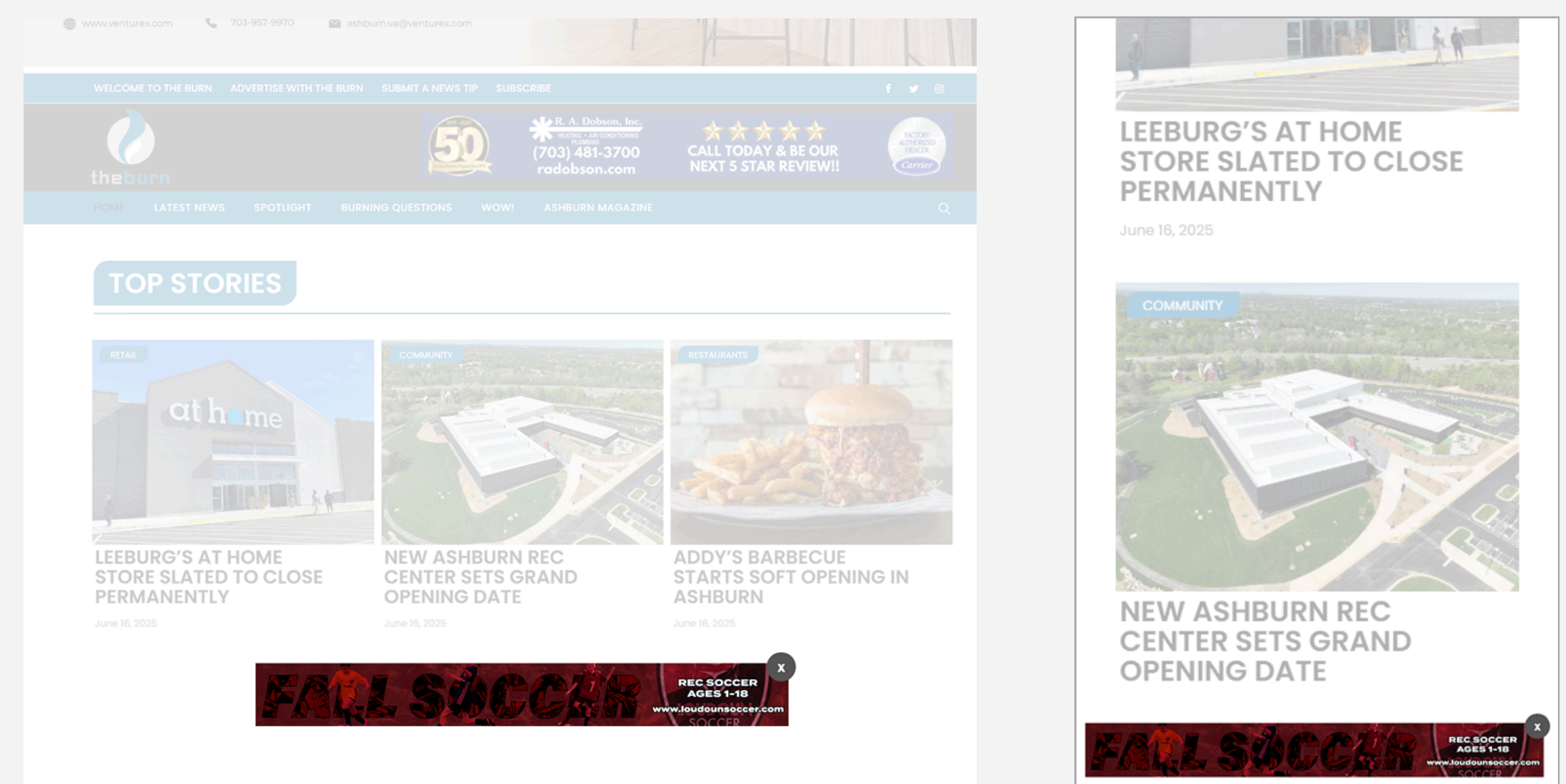
## 300x600 ROS HALF PAGE



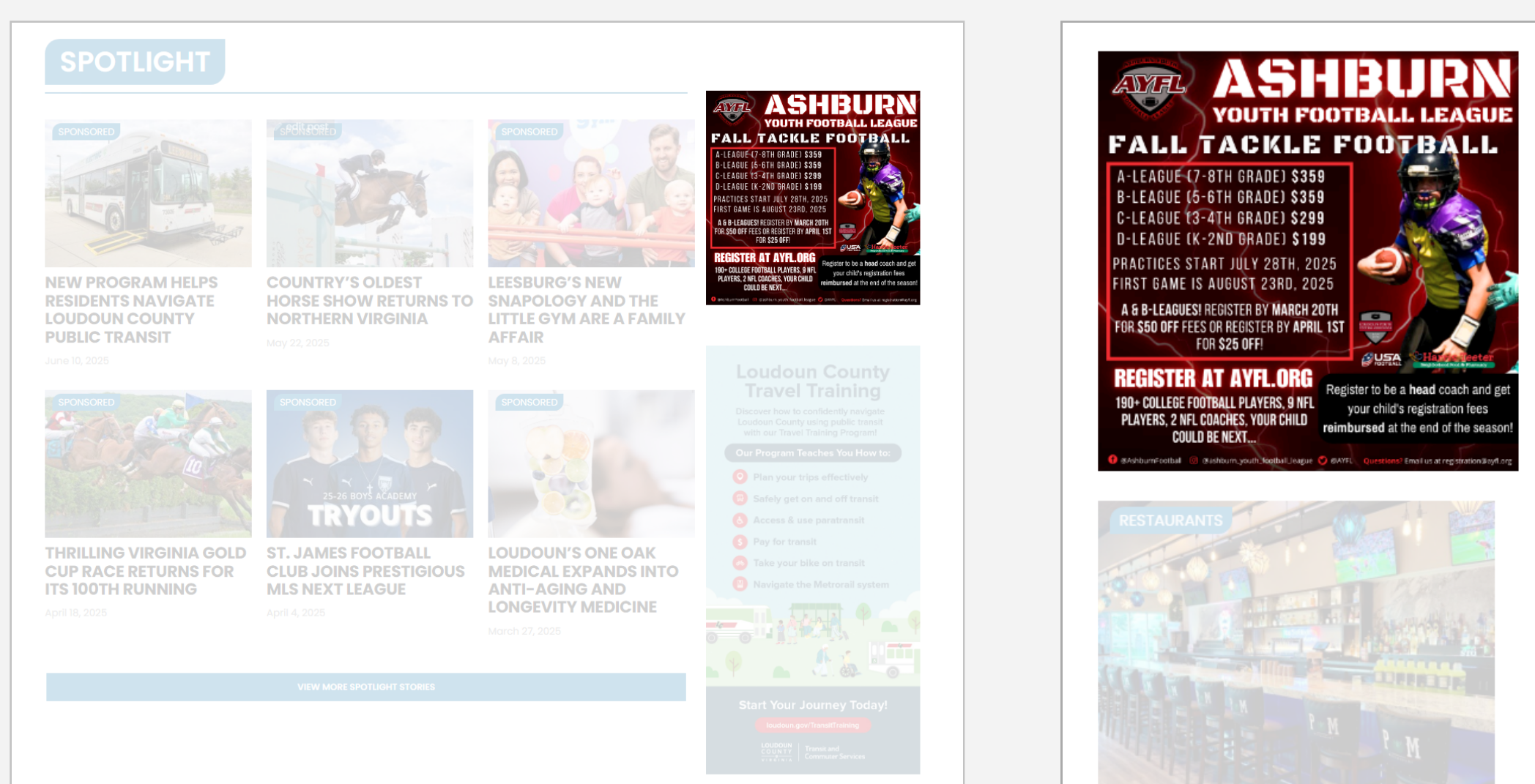
## Article SPONSORED STORY



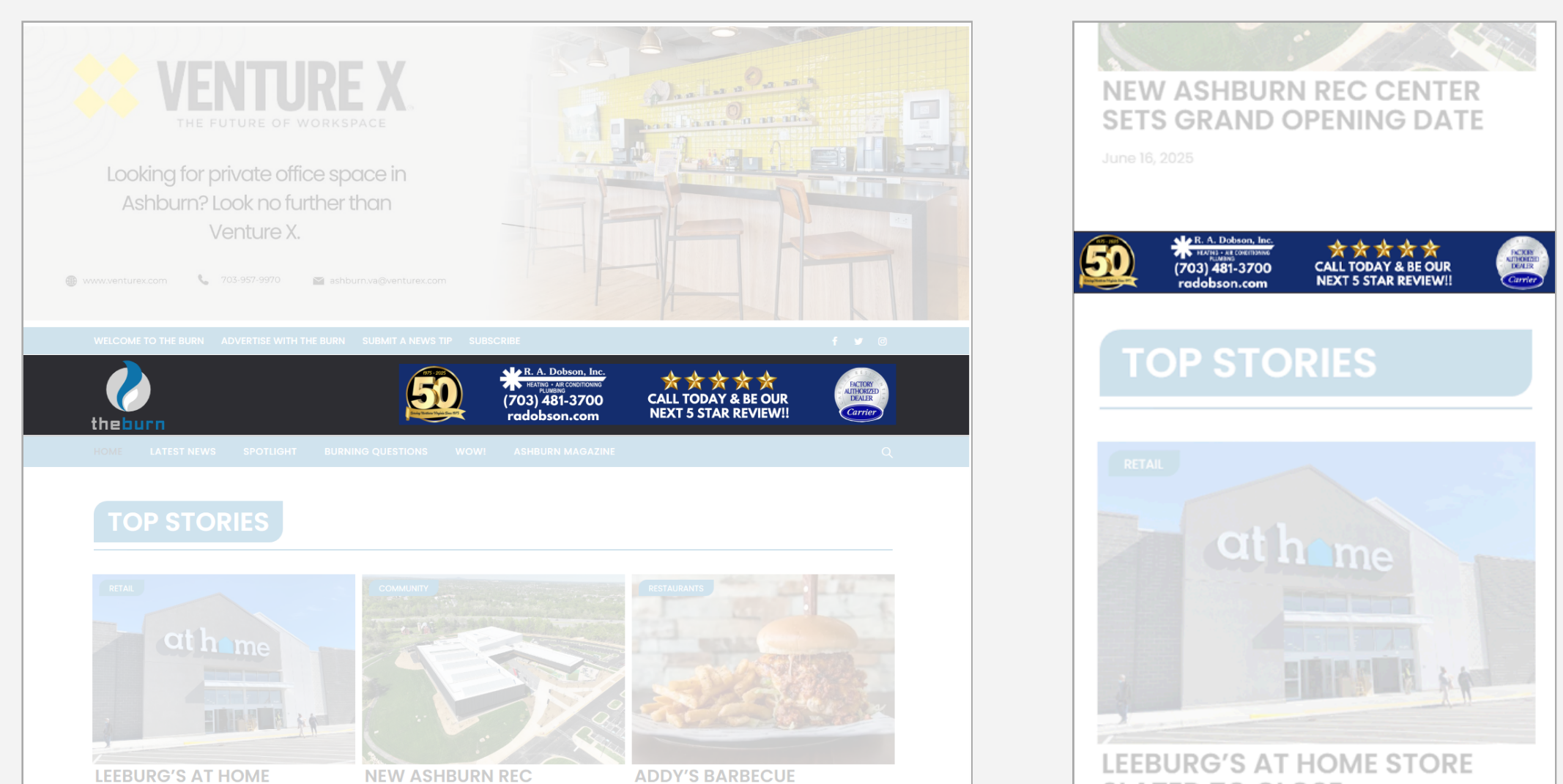
## 728x90 SNEAKER POP-UP



## 300x300 ROS SQUARE



## 728x90 LEADERBOARD



## BASIC AD DESIGN

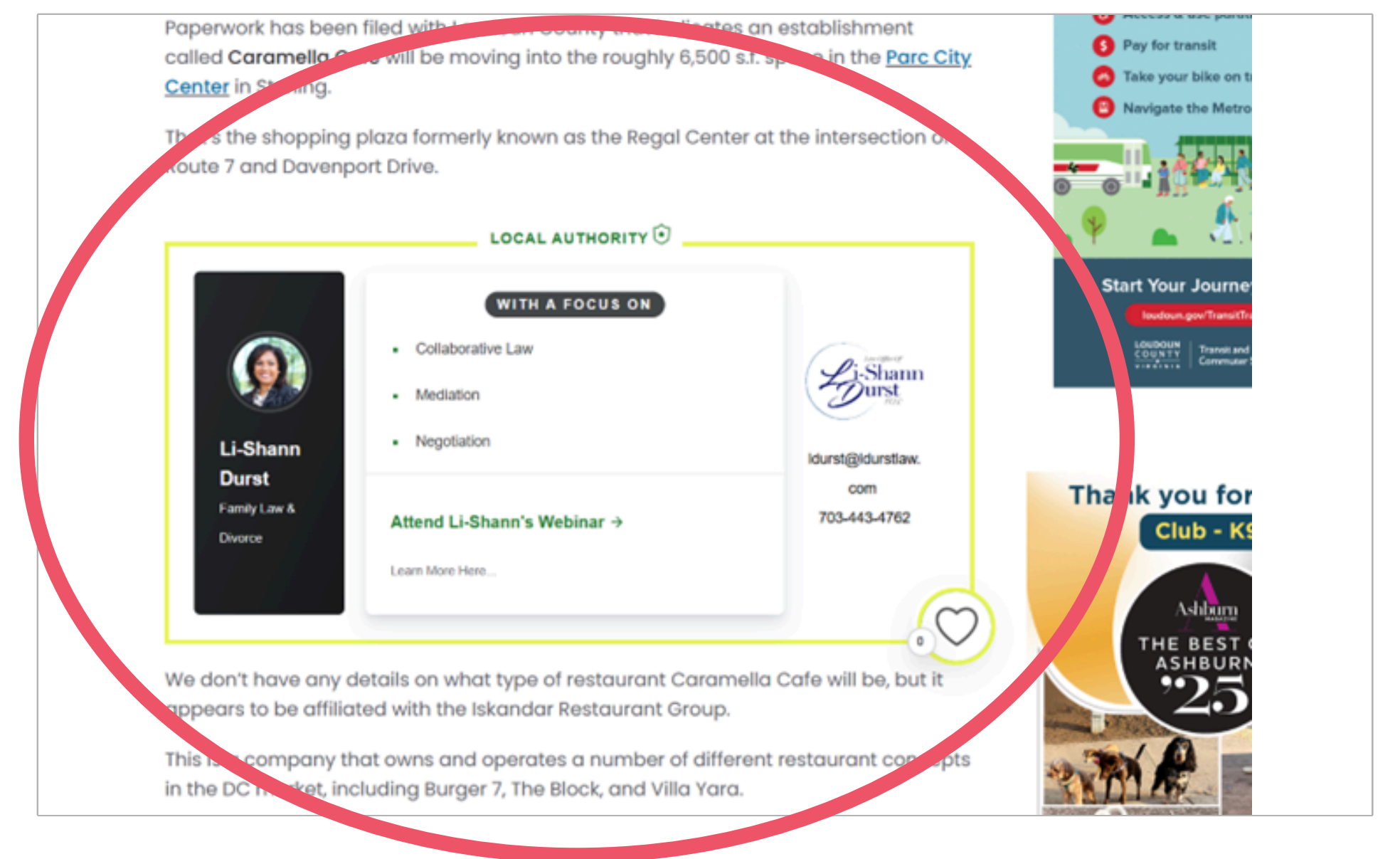
Leave the guesswork out and let our experts take care of it for you. Choose our basic ad design service and make a big impact without the big price tag. Get started today.

# WHAT'S NEW?



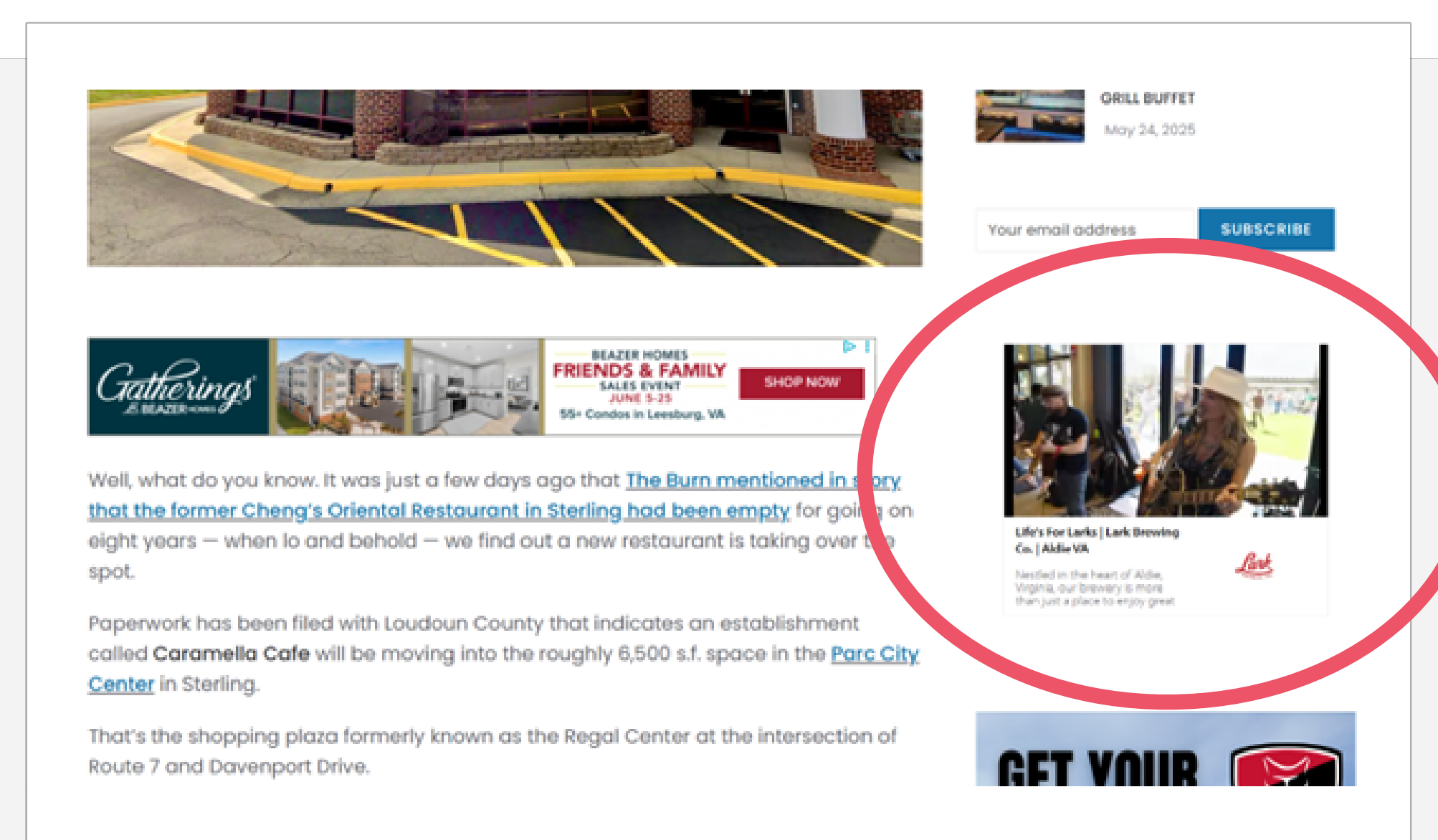
## LOCAL AUTHORITY

- Promote your business as a “Local Authority” in the Loudoun County community
- Charter Program available to businesses within the Medical, Health & Wellness and Consumer Financial Services segments
- Only one advertiser within a competitive set
- 1-year commitment; \$799 per month
- High visibility mid-article position



## 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



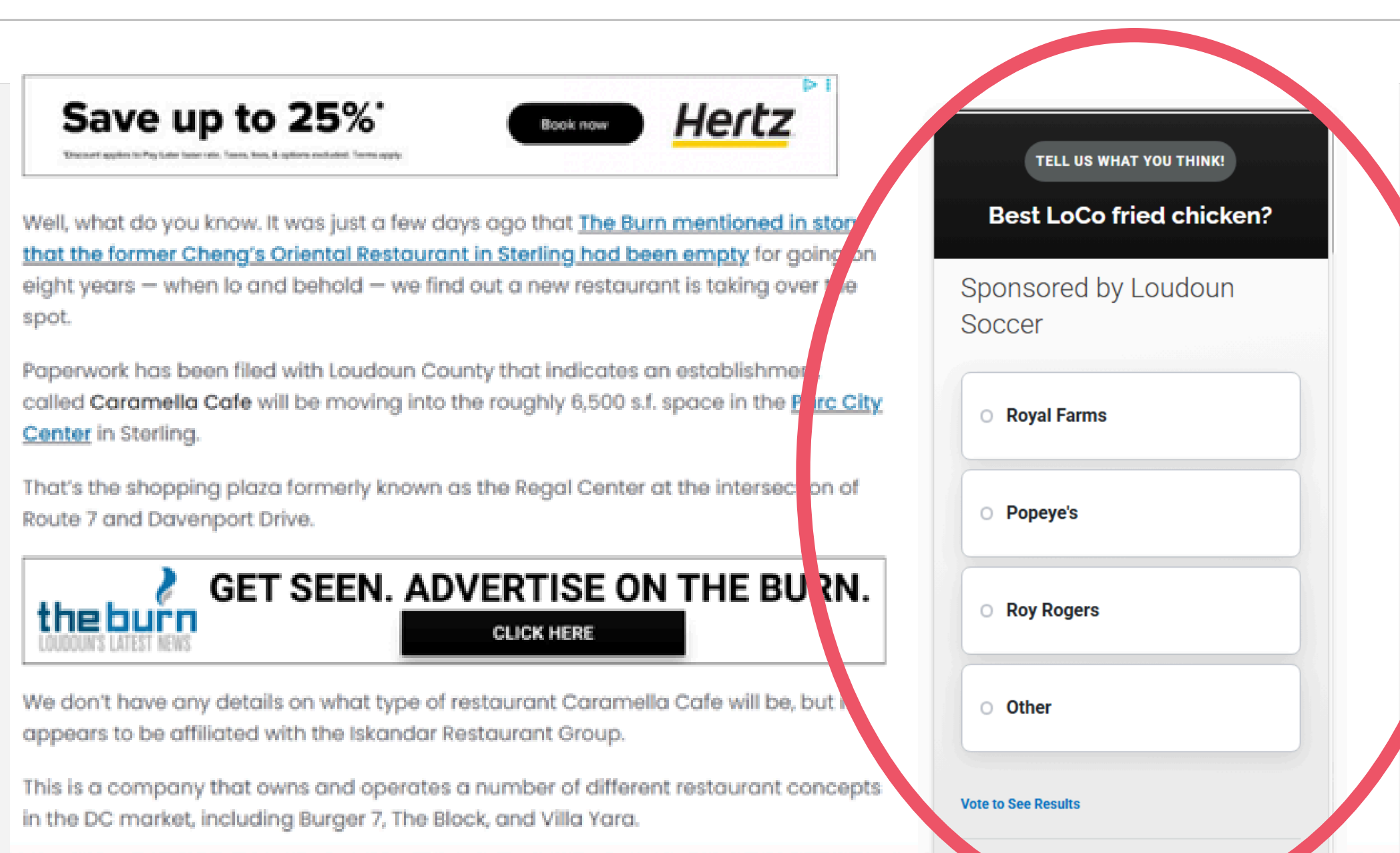
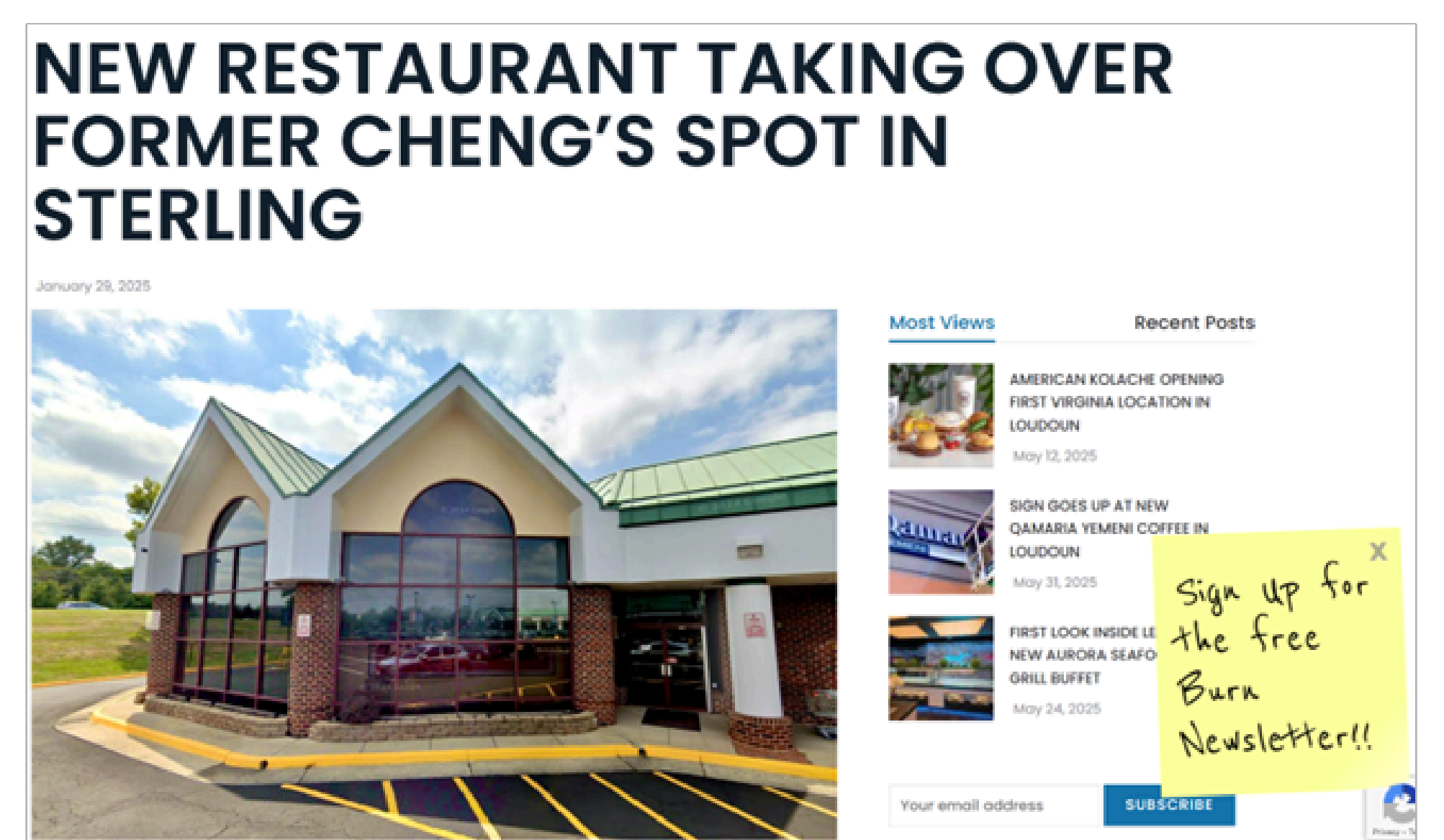
## INSTAGRAM SPONSORED POST

- 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



## 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



## 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

Delivered twice a week to 7,000+ email subscribers



## 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](mailto:ads@theburn.com)

4-week minimum for Newsletter ads; consecutive weeks only.

\$399 campaign minimum.