

ASSET GUIDE

HOMEPAGE FEATURED MESSAGE

A Homepage Featured Message is a promotion that appears on DullesMoms.com's homepage at the top-most section as a clickable story. To see today's Homepage Featured Messages, click [here](#) and look for the first available images/headlines.

OPTIONS

DullesMoms.com offer two Homepage Featured Message opportunities, each linking to a DullesMoms.com blog post:

- Position 1 ([view placement](#))
- Position 2 ([view placement](#))

A Homepage Featured Message includes:

- Blog post
- Premium positioning
- Hand-picked, rights-free graphic
- Headline
- Custom-written excerpt (Pos 1 only)

BENEFITS

- Increases awareness of your promotion on DullesMoms.com's top-most visited page.
- Increases your name and brand awareness.

METRICS

A key Digital Banner metric is pageviews. Pageviews are the number of pages seen in a period; this number also correlates to the number of times your Digital Banner has the possibility of being seen.

To see DullesMoms.com's latest pageviews and other key metrics, click [here](#).

BY THE NUMBERS...

Metrics, based on 2022 data:



DAILY PAGEVIEWS:
475
(homepage avg)