

## ASSET GUIDE

### DIGITAL BANNERS

A Digital Banner gives a highly- targeted, defined audience ([demographics](#)) the opportunity to click on your message and be directed to your website or preferred destination.

Found on the right-hand side\* of DullesMoms.com, your Digital Banner rotates position page-to-page ([view placement](#)).

#### BENEFITS

- Reinforces your promotions on other DullesMoms.com platforms, as well as your outside (non-DullesMoms.com) marketing efforts.
- Increases your name and brand awareness.
- Increases awareness of your targeted messaging and promotions.

#### OPTIONS

DullesMoms.com offer two Digital Banner sizes (width x height, pixels):

- Medium (300 x 150)
- Large (300 x 250)

#### 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:



**TOTAL PAGEVIEWS:**  
1,621,569



**PAGEVIEWS/MONTH:**  
135,131 (avg)

\*Digital banners on DullesMoms.com are best seen on a desktop with a fully maximized screen. If the user has a magnified font (CTRL +/-) or a minimized browser window, the visibility is impacted. On mobile devices, right-hand banners are shown below the content.