

ASSET GUIDE

DIGITAL NEWSLETTER BANNER

DullesMoms.com's digital newsletter ([archive](#)) is sent weekly to a community of active, engaged readers ([demographics](#)).

Our digital newsletter is purposefully coded to ensure it's mobile-enabled, making your messaging (copy and images) readable and clickable, no matter where it's opened, from a traditional desktop computer to a tablet or phone.

DIGITAL BANNER

Located between content sections ([see placement here](#)), a digital banner:

- 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.

BY THE NUMBERS...

Metrics, based on Feb 2023 data:



AUDIENCE:

8,100
opt-in readers



OPEN RATE:

45%