



Since 1890,
**MORE THAN
ONE MILLION WOMEN**

have found purpose and passion
as DAR members, promoting
Historic Preservation, Education,
and Patriotism across the U.S.



TODAY, 187,000+ DAR MEMBERS serve their communities across
America by promoting historic preservation, contributing to schools and student
programs, and supporting military and veterans.

THE *Daughters'* PORTICO

is a reimagined, immersive, mobile-forward digital bimonthly resource that
provides a dynamic experience for **ALL DAR MEMBERS ACROSS
THE WORLD**. *The Daughters' Portico* creates awareness, inspiration, and
community for Daughters. Each issue features articles reconnecting with the
past, exploring new destinations across the country, and connecting with our
shared values of heritage, history, and family.

READERSHIP

187,000+ DAUGHTERS

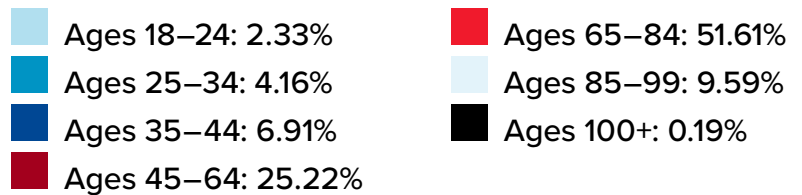
The *Daughters' Portico* is shared with 187,000+ Daughters via email twice per issue. Articles are promoted within the Daughters Online Community (DOC), a private member forum, and each issue is shared via push notification on the DAR Mobile App.

The *Daughters' Portico* is available for members at MAGAZINE.DAR.ORG.

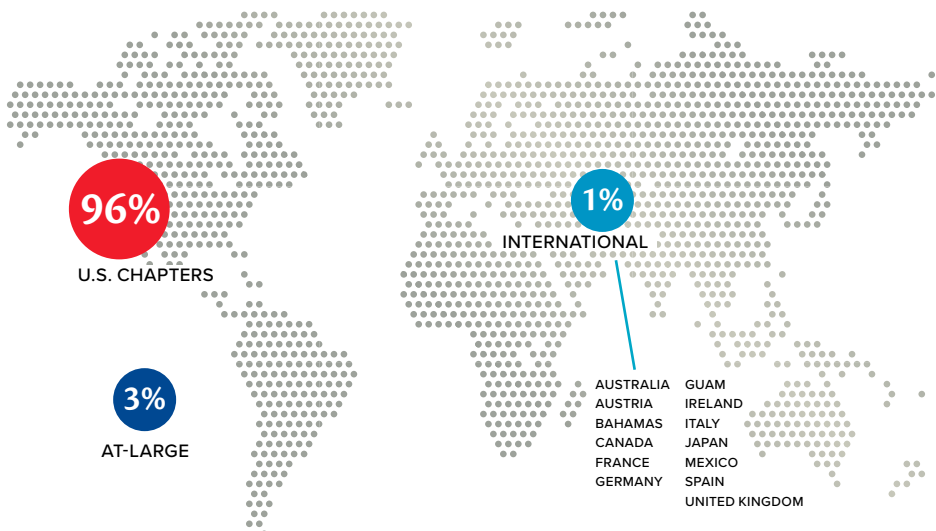


THE DAUGHTERS' PORTICO IS *celebrated*

Members are all women 18 years or older:



DAR members belong to nearly **3,000 CHAPTERS** in all 50 states, Washington, D.C., and 13 countries overseas.

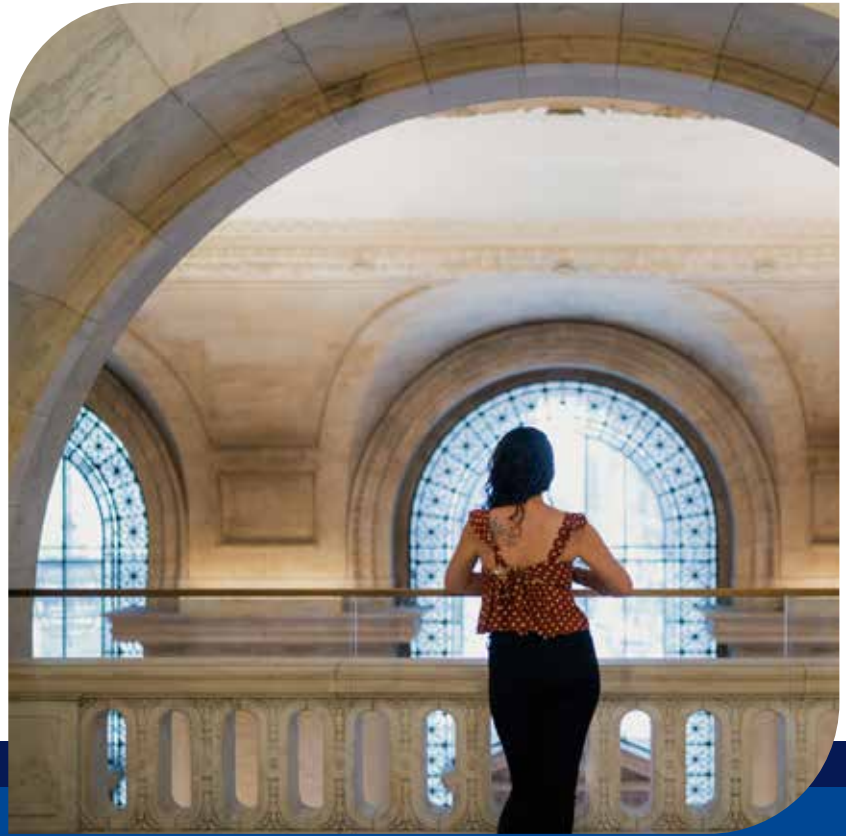


Daughters and nonmembers are invited to read curated content for supporters, future Daughters, and media via the national website and social media.

MEMBERSHIP

Each DAR member has a **PROVEN LINEAL DESCENT** from a Patriot of the American Revolution. Daughters invest time and effort in providing their lineage and are engaged members.

DAR member interests include travel, historic preservation, genealogy, art, high-level crafting, cooking, baking, fashion, health and wellness, community service, decorating, reading, and photography.



THE DAUGHTERS' PORTICO IS *shared*



ONLINE ENGAGEMENT

FACEBOOK

95,000 Followers

EMAIL COMMUNICATION

140,900 Email Recipients



"The Daughters' Portico is designed to welcome new members and engage all Daughters in the mission of the National Society with a highly interactive, user-friendly mobile experience and opportunities to share content on social media."

*- Ginnie Sebastian Storage
President General*

DAR MEMBER EMAIL OPEN AND CLICK RATES

54.35% Average Open Rate

7.93% Average Click Rate

*Association emails average a 33.54% open rate and a 2.68% average click rate. **DAR emails perform higher than the national average.**

Source: 2025–2026 Association Email Benchmark Report; higherlogic.com



ADVERTISING RATES

DIGITAL, MOBILE, MODERN

The Daughters' Portico is a digital publication published six times per year and offers four ad options. All ads are static and linked to a designated URL.

STAND OUT WITH VIDEO

Embedded video is available with the purchase of a full-page ad.



* Rates are per ad per issue.

AD SIZE	1-2 ISSUES	3-5 ISSUES	6 ISSUES
FULL PAGE	\$2000/issue	\$1925/issue	\$1850/issue
1/2 PAGE	\$1325/issue	\$1250/issue	\$1175/issue
1/4 PAGE	\$750/issue	\$675/issue	\$600/issue
1/8 PAGE	\$600/issue	\$525/issue	\$450/issue
VIDEO ADD-ON**	\$150/issue	\$125/issue	\$100/issue

* If you purchase 1 full-page ad in all 6 issues your total cost is \$1850 x 6.

** Video add-ons available with full-page ads only.

THE DAUGHTERS' PORTICO IS *read*

TERMS & CONDITIONS

Billing terms are "Net 30 days." A 15% discount is granted to ads placed by agencies. All advertising matters shall be subject to approval by Monarch Media and DAR prior to consent for advertising space. Monarch Media and DAR reserve the right to refuse copy at their sole discretion. No political advertising is accepted. DAR does not allow fundraising advertising by any other organization in DAR publications. This type of advertising competes with DAR fundraising initiatives and is in conflict with IRS regulations. Advertiser warrants that Monarch Media and DAR are authorized to publish the content and subject matter of the advertisements and that Advertiser possesses all necessary releases, consents, licenses, copyrights, or trademarks regarding the content of the ad. Additions and corrections to advertisements that are received fewer than 15 days prior to the date of issue are not guaranteed.

ADVERTISING DEADLINES

ISSUE	AD RESERVATION	AD FILES	PUBLICATION DATE
JULY/AUGUST 2026	5/15/26	5/18/26	7/1/26
SEPTEMBER/OCTOBER 2026	7/15/26	7/18/26	9/1/26
NOVEMBER/DECEMBER 2026	9/15/26	9/18/26	11/1/26
JANUARY/FEBRUARY 2027	11/16/26	11/18/26	1/1/27
MARCH/APRIL 2027	1/15/27	1/18/27	3/1/27
MAY/JUNE 2027	3/15/27	3/18/27	5/1/27

DIGITAL AD DESIGN TIP

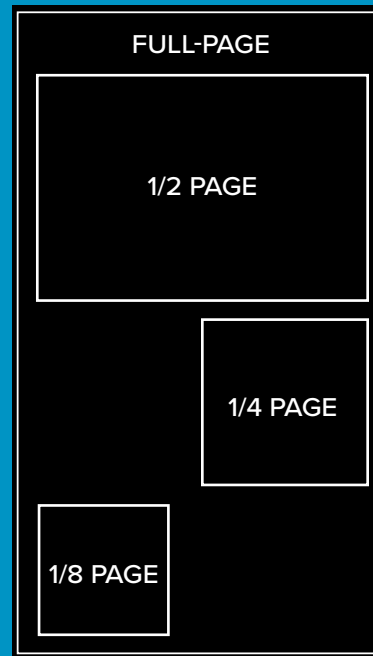
LESS IS MORE

When it comes to digital-ad content — especially when articles are viewed on mobile devices — less is more.

We encourage you to limit text, avoid narrow fonts, and increase the font size to at least 16 pts or above.



DISPLAY AD MECHANICAL REQUIREMENTS



FULL PAGE

8.5" x 12"

1/2 PAGE

8.5" x 6"

1/4 PAGE

4.25" x 4.25"

1/8 PAGE

3" x 3"

THE DAUGHTERS' PORTICO IS *loved*

PRODUCING YOUR AD

COLOR

Use RGB or CMYK process for all color images and graphics.

FONTS

Embed all fonts. To avoid font issues with EPS files, convert all fonts to outlines.

VIDEO

YouTube, Vimeo, or self-hosted mp4s are accepted. Videos should be no more than 5 minutes in length.

IMAGE RESOLUTION

All images should be 300 dpi.

FILE TYPE

Provide a print-resolution (300 dpi) PDF or a maximum resolution JPG. Embed all fonts or convert to outlines.

SUBMITTING YOUR AD

EMAIL & FILE SHARE

Email your ad directly to Chellie Thompson at Monarch Media, chellie@monarchmediainc.com. Large files may be shared through Dropbox or other secure file-sharing platforms.

MATERIALS DEADLINE

See the schedule on page 4. Signed ad agreements must be received by the close of business on the ad reservation deadline to reserve space.

AD DESIGN HELP

We are here to help! We'll help you economically design your ad. We never let design create a barrier, and we love collaborating and problem-solving with our advertisers!

BANNER ADS

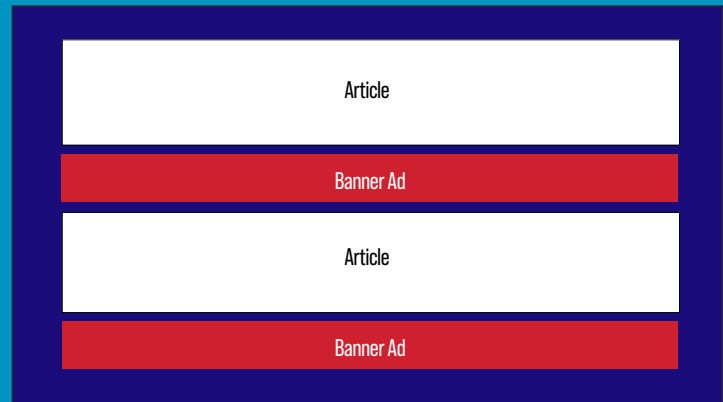
BONUS ADS

Full-page and half-page advertisers will receive a banner ad in the publication promotional email sent twice between each issue.

All other ad sizes will receive a mention.



BANNER AD MECHANICAL REQUIREMENTS



E-NEWSLETTER BANNER AD SPECS

1080 pixels wide x 175 pixels tall, 72dpi

Acceptable file types include: JPG, PDF or PNG.

File size should be under 50k.

Ads will be linked to the URL you provide.

THE DAUGHTERS' PORTICO IS *memorable*

VIDEO SPECS FOR ADS

SOURCES

Compatible video sources include:

YouTube/Vimeo/Wistia/Brightcove:

- Provide video name and URL or video ID from the source

Self-hosted video: Videos should always be in MP4 format and entered as a URL, meaning the URL should always end in ".mp4." It can't be an embed code or a regular ".com" link. Name your video and provide the URL.

QUESTIONS OR READY TO PLACE AN AD?

If you have questions regarding placing an ad or the production or submission of your advertisement, please contact:

Chellie Thompson, Monarch Media & Consulting, Inc.
chellie@monarchmediainc.com

ADDITIONAL CONSIDERATIONS

- Videos must be in true video (landscape) format. Shorts (vertical) are not compatible with DAR's online platform.
- Enter meta data where your video is sourced, and be sure to choose a fallback image.
- The page will show the fallback image if the video doesn't play.
- An accessibility feature of DAR's platform on mobile is no autoplay on mobile or tablet. Your fallback image will display.

