

SUMMER 2024 MEDIA KIT

CONTACT:

Tara Giddings | 585-633-8400 x705
tara@kidsoutandabout.com



KidsOutAndAbout.com: North America's online local resource for parents

What makes KidsOutAndAbout Unique

- Launched in 2001 in Rochester, NY
- Mission: To elevate local communities by celebrating their opportunities, activities, resources, and events for kids, teens, and families.
- 52 regional sites coast-to-coast in the U.S. and Canada
- 15 million unique annual visitors; 800,000 weekly e-newsletter subscribers
- Organizations access our audience through both paid and unpaid outreach on our site and e-newsletter



SAN FRANCISCO

Share your story With Our Audience



CONTACT: Tara Giddings | 585-633-8400 x705 | tara@kidsoutandabout.com

SAN FRANCISCO

Reader Demographics



Unique Visitors

75,000 unique visitors / year



Pageviews

275,000 pageviews / year



Newsletter

11,000 opt-in subscribers receive weekly e-newsletters



Demographics

85% parents
15% grandparents
82% women

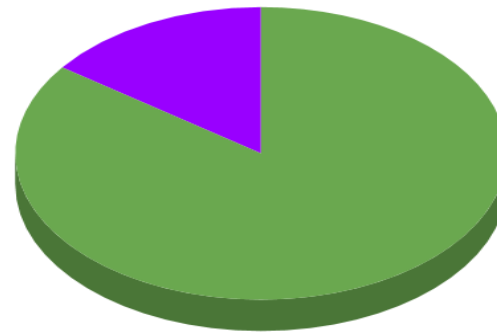


SAN FRANCISCO

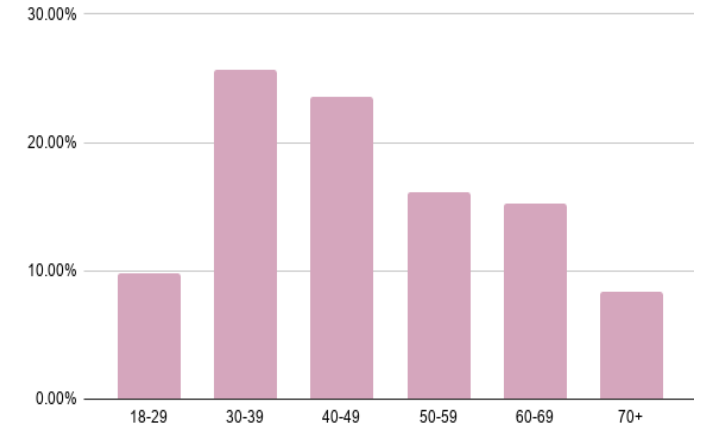
“ 85% parents, 15% grandparents... with kids from babies through teens ”

Our Readers:

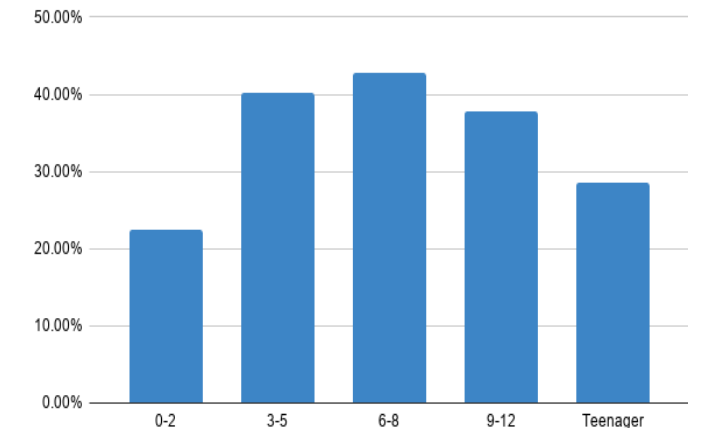
82% Women, 18% Men



Ages of Our Readers



Ages of Our Readers' Kids



CONTACT: Tara Giddings | 585-633-8400 x705 | tara@kidsoutandabout.com

Advertising Option Videos

VIDEO AD

- \$600/month, non-exclusive (max of four clients' video ads will share that space at any time)
- \$1000/month, exclusive (must reserve significantly in advance of time slot)
- \$200/week, non-exclusive

Average CTR for image ads ranges from .06% to 2.8% depending on relevance and interest.

The screenshot shows the website layout with several ad placements:

- LEADERBOARD AD:** A green banner at the top with the text "LEADERBOARD AD" and "Rochester's online guide to everything for kids, teens, & families!".
- TOP AD:** A yellow banner below the leaderboard ad with the text "TOP AD".
- VIDEO AD:** A large blue rectangular area with the text "VIDEO AD" and "Supply YouTube / Vimeo embed code or MP4 / MOV file".
- SQUARE AD:** A purple square area with the text "SQUARE AD".
- CALENDAR:** A calendar for September 2020 with the date 14th highlighted.
- FEATURED EVENTS:** A section with a purple header containing event listings like "VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE at the DoSeum Ages 5-11" and "Horsin' Around at Lollypop Farm".
- TODAY'S EVENTS:** A list of events on the right side of the page, including "Free Online Yoga Classes" and "FIRST DAY OF BROADWAY TEACHES KIDS! Fall Semester".

Advertising Option Images

LEADERBOARD AD (728 X 90 PIXELS):

Exclusive space: \$2500/month
Shared space: \$1250/month

TOP AD (450 X 150 PIXELS):

Exclusive space: \$3000/month
Shared space: \$1500/month

SQUARE ADS (250 X 250 PIXELS):

\$100/20,000 impressions. Typical is 40,000; max 60,000.



SAN FRANCISCO

CONTACT: Tara Giddings | 585-633-8400 x705 | tara@kidsoutandabout.com

Advertising Option Content Advertising

✔ **CONTENT AD**
Get up to 110 words plus a square graphic and links (e.g., private schools, indoor play centers, etc.): \$480/year. Content ad on subject search results page.

✔ **ORGANIZATION ARTICLE**
Article by or about your organization: \$1000 to \$1500, depending on whether article is written by you or by us. Includes \$1200 worth of visibility for 6 months following publication.

[SAMPLE ARTICLE](#)



SAN FRANCISCO

✔ UPGRADE LISTING

Upgrade organization listing on our site from free to paid: \$100/month

- Appear at the top of the calendar, highlighted with graphics. They will be clicked on 4-5 times more than those of non-upgraded organizations underneath.
- Appear at the top of relevant organization lists on special pages for the time they are upgraded.
- Upgraded listing with data entry
- Have a dedicated page on which to promote the organization's information including descriptions, details and links.
- Your events are featured frequently on our social media postings.
- Upgraded organizations are more likely to be chosen in the Editor's Choice day-by-day events list in our weekly e-newsletter.

CONTACT: Tara Giddings | 585-633-8400 x705 | tara@kidsoutandabout.com

Advertising Option

Newsletter Advertising

A weekly e-newsletter is sent to local readers every Thursday morning at 6am. Special annual editions are sent for Preschool (Jan); Camp (Feb, Mar & Apr); Birthday (May & Oct); After-school programs (Aug); Private Schools (Nov).

✓ PARAGRAPH

Up to 110 words plus a graphic and link:
\$100/week.

✓ SPECIAL-EDITION PARAGRAPH

\$150 per annual edition



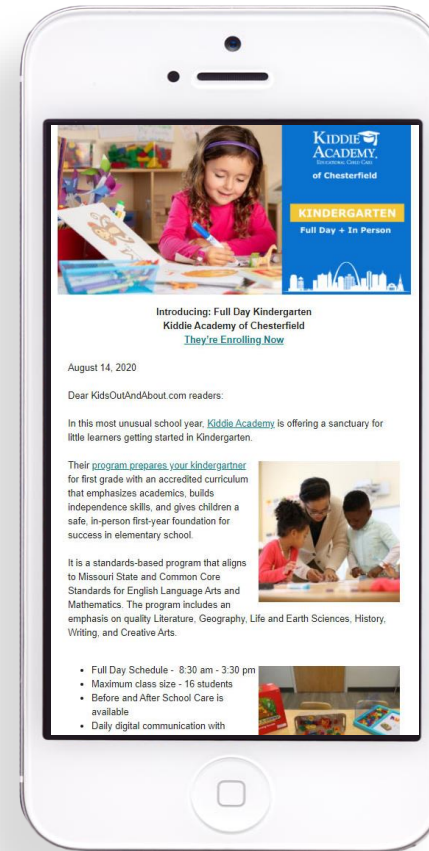
✓ SAVE THE DATE

Link to your event on
KOOA calendar:
\$40/week

✓ IMAGE AD

Square ad (250 x 250)
or leaderboard-sized
ad (728 x 90):
\$200/week

[SAMPLE NEWSLETTER](#)



Our average weekly e-newsletter read rate is 38%-41%, with a click-through rate of 8.3%.

EXCLUSIVE E-BLAST

E-blast exclusively about your company, event, or services to *one* local region: Up to 8 paragraphs plus several graphics

- \$600 - Includes paragraphs in two adjacent Thursday newsletters
- Discounts are available when sending to multiple regions

[SAMPLE E-BLAST](#)

**KIDS OUT
and ABOUT.com**

SAN FRANCISCO

CONTACT: Tara Giddings | 585-633-8400 x705 | tara@kidsoutandabout.com

Advertising Option

Top 20 Page image ad

- Each year from mid-May to mid-June, KidsOutAndAbout surveys local parents to determine the new Top 20 Places to Take Kids ranking plus winners in special categories.
- The Top 20 page listing winners is consistently the highest-ranked individual page on KOAA.
- Organizations alert their fans to vote to help secure their rank in the list.
- Placement in page rank is driven purely by votes, not by paid contract.
- Both winners and non-winners can purchase an annual image ad on our Top 20 page for extra visibility. Ads appear between the ranks.



SAN FRANCISCO

ENTERTAINMENTCALENDAR.COM Home Change Region FOR ORGANIZATIONS

KIDS OUT and ABOUT .com Peddlecar fun on the Farmer 500 Race Track! **STOKOE FARMS** Click for Information or Tickets Rochester's online guide to everything for kids, teens, & families!

FREE LOCAL EVENTS LOCAL LISTS LEARNING & PLAYING DURING COVID ROC FAVS WEEKLY E-NEWSLETTER

CLUBHOUSE ENTER.COM COME ON OUT FOR CLEAN & SAFE FAMILY FUN! Clubhouse Fun Center - click for info and special deals

OPEN HOUSE Sunday, October 18 at 1 pm The Harley School

A TASTE OF WAYNE COUNTY OCTOBER 1 - 31 -2020

Join in the Fun! STOKOE FARMS Click for Info & Tickets!

Family Field Trip Days GENESEE COUNTRY VILLAGE & MUSEUM Pay the student field trip price! Visit group for full details.

Pigs & PUMPKINS Lollypop Farm

Top 20 Places to Take Kids in Greater Rochester
2020's list...as voted by Rochester-area parents!

Every May and June, thousands of local parents, grandparents, and caregivers weigh in on their favorite places to take kids in greater Rochester, NY. There are literally hundreds of wonderful places to take your kids in our area. For other fantastic places to take kids, just click on any of the links that interest you on the navigation bar. Be sure not to miss our Everything That's Free page, browse through our packed daily calendar, and sign for our free weekly e-newsletter.

© 2020, KidsOutAndAbout.com. This information may not be reproduced, in whole or in part, without the express written permission of KidsOutAndAbout.com.

1: The Strong Museum
Ranked by FamilyFun magazine as one of the top family travel destination in the country, The Strong is the only museum in the world dedicated to the study and exploration of play. In addition to the many traveling exhibitions that make their temporary home at the Strong, the museum features Can You Tell Me How To Get to Sesame Street?, a restored carousel, a Wegmans Super Kids Market, their wonderful Dancing Wings Butterfly Garden, and Reading Adventureland.

the strong NATIONAL MUSEUM OF PLAY

2: Seneca Park Zoo
Seneca Park Zoo brings you face-to-face with wildlife from around the world. From Masai giraffes and plains zebras to snow leopards and river otters, the Zoo is home many amazing species, big and small, that inspire tens of thousands of guests every year to act on behalf of wildlife conservation. Seneca Park Zoo is also the only zoo in New York state home to African elephants. Open 362 days a year, Seneca Park Zoo has several indoor areas that allow guests to escape the cold in the winter including Rocky Coasts Gallery with underwater viewing for California sea lions and the beloved polar bear. Timed tickets are required. [Click here to view the Top 20 list.](#)

Maximize Your Advertising

We're 100% confident that our campaign was successful, driving new awareness, registrations, & subscriptions through your trusted channels.

—Written Out Loud



TOP 20 PLACES TO TAKE KIDS IMAGE AD
(690 x UP TO 170 PIXELS)

\$1200/year for ~100,000 views

CONTACT: Tara Giddings | 585-633-8400 x705 | tara@kidsoutandabout.com

THANK YOU



Connect with us

to get started or continue working with
KidsOutAndAbout.com!

CONTACT :

Tara Giddings

585-633-8400 x705

tara@kidsoutandabout.com

“

In our top traffic months –
September & October –
KOAA sent us 73% of the
traffic we received from
referring websites!

– Stokoe Farms,
Scottsville, NY

”

**KIDS OUT
and ABOUT**
com

SAN FRANCISCO