WINTER 2025 MEDIA KIT

SALES REPRESENTATIVE:

Alecia Romano | 585-633-8400 x704 alecia@kidsoutandabout.com







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

What makes **KidsOutAndAbout Unique**

- Launched in 2001
- 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
- 12 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



Share your story **With Our Audience**



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Unique Visitors 450,000 unique visitors / year



Pageviews 1.2 million pageviews / year



Newsletter

30,000 opt-in subscribers receive weekly e-newsletters



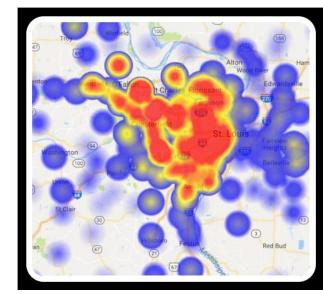
Demographics

85% parents 15% grandparents

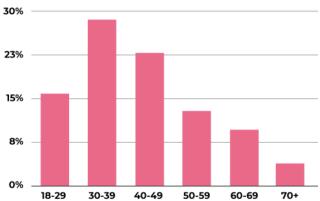
82% women



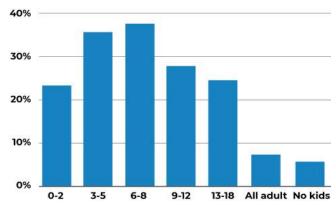
Where Readers Live



Ages of **Our Readers**



Our Readers' Kids



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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.



ENTERTAINMENTCALENDAR.COM

Advertising Option

(728 X 90 PIXELS):

Exclusive space: \$1200 or \$2500/month depending on region's average pageviews Shared space: \$600 or \$1250/month

TOP AD (450 X 150 PIXELS):

Exclusive space: \$1500 or \$3000/month Shared space: \$750 or \$1500/month

SQUARE ADS (250 X 250 PIXELS):

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



ST. LOUIS

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Change Region FOR ORGANIZATIONS V

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



ST. LOUIS



Long Acre Farms

The Amazing Maize Maze at Long Acre Farms is much more than a walk through the corn. It is a 5 acre game with 21/2 miles of paths, music piped throughout, 2 bridges, a tower, 12 hidden mailboxes, 12 'Kernels of Knowledge', and of course groups of people having fun. The Amazing Maize Maze and Fall Activities. It is free to come on the farm, play on the pirate ship, giant tires, and train. Open for the season ~ Hours of operation : 10:00am - 8:00p daily. Corn Maze, Animal Tracks Maze open Saturdays and Sundays from 10:00am - 6:00p (last entry into the maze is 4:00p), cow Train and Hay Rides – Saturdays and Sundays 11:00am - 5:00p Starting September 21st we will be running Moonlight Mazes every Friday and Saturday night from September 21s - October 26th. Tickets are sold from 6:00p -9:00p with last entry into the maze at 9:00pm/maze closes at 11p

1342 Eddy Rd., Macedon, NY 14502 | 315.986.4202

LONG ACRE-

Stokoe Farms

Visit Website Directions

Stokoe Farms has good, old-fashioned family fun on the farm, especially in fall with their pumpkin patch and harvest fest. Later, Christmas trees! A low-cost, noncommercial way to spend an afternoon creating wonderful fall memories with your family.

Bring the whole family out to play on over 35 exciting activities; soar down the bee zip line, explore the custom corn maze, race around the pedal kart track, and jump on the two bounce pillows. Don't forget to take a hayride to the pumpkin patch for that perfect pumpkin!



656 South Rd, Scottsville, NY | (585) 889-0770



We have a new, bigger home (1315 Sweets Corners Rd, Penfield) where we can provide even more top-notch family fun. Our new one-price Barnyard Admission includes a jumping pillow, jumping pad (for the little ones), train rides, corn mazes, mini golf, rubber duck races, a corn pit, combine slide, hayrides (weekends only), and so much more! We serve farm fresh meals , frozen custard, kettle corn and fresh baked cookies, donuts, and fudge.

1315 Sweets Corners Road Penfield, NY, 14526 Phone: (585) 377-FARM (3276) 43° 9' 8.2152" N, 77° 25' 44.0652" W See map: Google Maps

Bauman's Farm Market

Chase Farms

Long Acre Farms

Pully's Farm Market



LEARN MORE

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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.

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Upgraded organizations

receive 4-5 times the

click-through rate of

free listings.

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).



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

SPECIAL-EDITION PARAGRAPH

\$150 per annual edition







Link to your event on KOAA 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 31%-35%, 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

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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.



NTERTAINMENTCALENDAR.COM Chenne Region FOR ORCANIZATI ar fun on the Farmer 500 Race Trac STOKOE FARMS Rochester's online guide to everything for kids, teens, & families LOCAL EVENTS & LOCAL LISTS & LEARNING & PLAYING DURING COVID & ROC FAVS & WEEKLY E-NEWSLETTER PEN HOUSE The Harley Scho LICK HERE FOR OUR THE ULTIMATE PARENT LENDAR OF VIRTUAL SURVIVAL GUIDE TO 2020 CLEAN & SAFE FAMILY FUR **ONLINE EVENTS** - 2021 Join in the Fun! 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 KIDS OUT **Click for Info** favorite places to take kids in greater Rochester, NV. There are literally hundreds of wonderful places & Tickets! 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 ROCHESTER through our packed daily calendar, and sign for our free weekly e-newslette umily Field Trip Day FAVORITE @ 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 lanked by FamilyFun magazine as one of the top family travel destination in the country. The Strong is the only museum i he world dedicated to the study and exploration of play. In the streno addition to the many traveling exhibitions that make their emporary home at the Strong, the museum features Can You I Me How To Get to Sesame Street?': a restored carouse! Veomans Super Kids Market; their wonderful Dancing Ninos Butterfly Garden: and Reading Adventureland. Visit Website 🎏 Seneca Park **Zoo** Wild Adventure Awaits 362 days a year. 2: Seneca Park Zoo Seneca Park Zoo brings you face-to-face with wildlife from Seneca 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 Park ousands of guests every year to act on behalf of wildlife servation. Seneca Park Zoo is also the only zoo in New

Zoo

k state home to African elephants. Open 362 days a year,

Seneca Park Zoo has several indoor areas that allow guests escape the cold in the winter including Rocky Coasts Gallery with underwater

Maximize Your Advertising

Google *places to take kids in St. Louis* and you'll find our Top 20 page.

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

> > \$1200/year for ~300,000 views

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THANK YOU



Connect with us **to get started!**

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

– Stokoe Farms, Scottsville, NY

