

2024 SUMMER CAMP LOCAL CAMPAIGN PACKAGES



**KIDS OUT
and ABOUT**.com

 **BeyondtheNest.com**

 **ENTERTAINMENTCALENDAR.COM**

2024 Package Discounts for IN-PERSON SUMMER CAMPS



You provide summer camps or classes: Our readers are your audience! KidsOutAndAbout's summer program campaign is late January through June. **Choose a package to become hyper-visible to parents searching for camps.** And also be sure to post your 2024 sessions to our calendar as soon as that information is available (that part is free).



✓ **INTRO:** ~~\$680~~ \$550

- A paragraph (up to 110 words + square graphic or logo + link to your site) in March special-edition camp newsletter
- Same paragraph in our April special-edition camp newsletter
- Content ad + square graphic at the top of a camp subject page (typically same content as camp newsletter paragraph)
- Bonus: FREE paragraph in our February camp newsletter if we receive it in time

✓ **STANDARD:** ~~\$1480~~ \$990

- All elements from Intro package, PLUS...
- Camp newsletter paragraph featured in three extra Thursday weekly e-newsletters between March & May, doubling exposure to our subscribers
- 5-month upgrade of your listing on KOAA to ensure all posted events & camps are highlighted; anywhere your organization appears in a list, it's at the top, right in the spotlight, and will be clicked on 4-5 times more than non-upgraded posts

[SAMPLE CAMP NEWSLETTER](#)

✓ **PREMIUM:** ~~\$3180~~ \$1999

- All elements from Intro and Standard packages, PLUS...
- Large image ad (728 x 90 px) on our main Week-by-Week Summer Camp 2024 page and rotating at top of week-by-week camp calendar
- Square image ad (250 x 250 px) running 30,000 impressions / month for 4 months
- Either an e-blast exclusively about your camp OR a month of video ad (pending slot availability of each)

ANY OF THESE ELEMENTS CAN BE
ORDERED INDIVIDUALLY.
CUSTOM PACKAGES CAN BE TAILORED
TO YOUR NEEDS AND BUDGET!

