



# SUMMER 2024 MEDIA KIT

**CONTACT:**

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

**KIDS OUT  
and ABOUT**  
SAN DIEGO

SAN DIEGO

 BeyondtheNest.com

 ENTERTAINMENTCALENDAR.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 DIEGO

## Share your story With Our Audience



**CONTACT:** Tara Giddings | 585-633-8400 x705 | [tara@kidsoutandabout.com](mailto:tara@kidsoutandabout.com)

# SAN DIEGO

## Reader Demographics



### Unique Visitors

125,000 unique visitors / year



### Pageviews

310,000 pageviews / year



### Newsletter

13,000 opt-in subscribers receive weekly e-newsletters



### Demographics

85% parents

15% grandparents

82% women

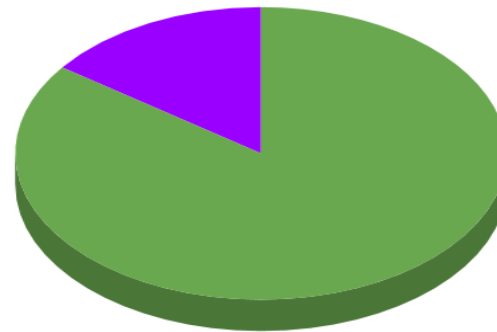


SAN DIEGO

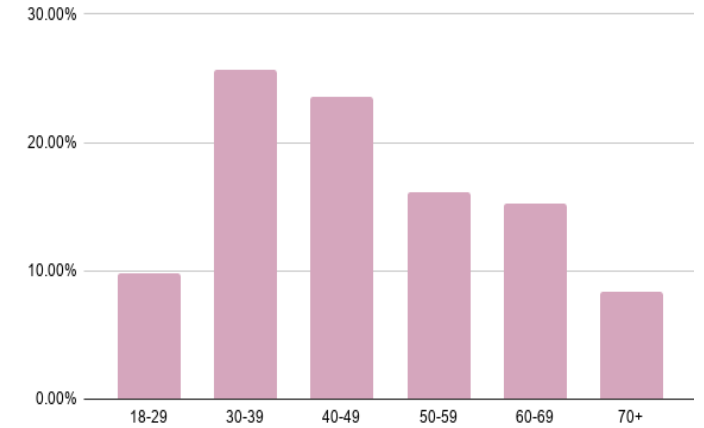
“ 85% parents, 15% grandparents... with kids from babies through teens ”

### Our Readers:

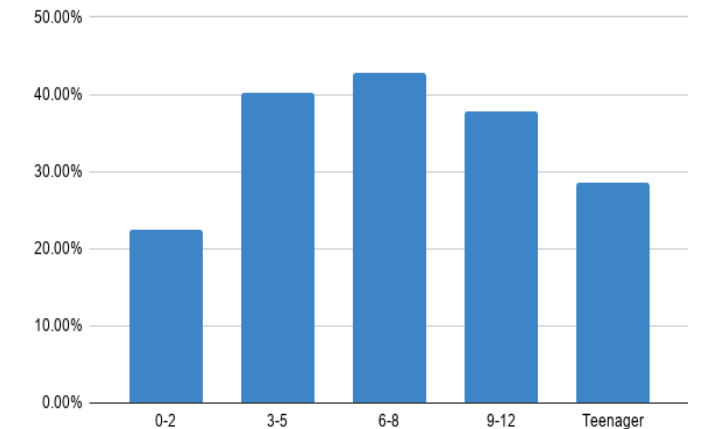
**82% Women, 18% Men**



### Ages of Our Readers



### Ages of Our Readers' Kids



**CONTACT:** Tara Giddings | 585-633-8400 x705 | [tara@kidsoutandabout.com](mailto: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 DIEGO

The screenshot shows the website interface with a navigation bar at the top containing links for 'FREE', 'LOCAL EVENTS', 'LOCAL LISTS', 'LEARNING & PLAYING DURING COVID', 'ROC FAVS', and 'WEEKLY E-NEWSLETTER'. Below the navigation, there are several organization listings. Each listing includes a 'Visit Website' button, a 'Directions' button, a description of the organization, a logo, and contact information. The listings shown are Long Acre Farms, Stokoe Farms, Wickham Farms, Bauman's Farm Market, Chase Farms, Long Acre Farms, and Pully's Farm Market. A green callout box points to the listings with the text: 'Upgraded organizations receive 4-5 times the click-through rate of free listings.'



## 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](mailto: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.



SAN DIEGO

The screenshot shows the website interface with several ad spots highlighted. At the top, there's a 'LEADERBOARD AD' banner. Below it, a 'VIDEO AD' section is shown with a blue background and text: 'Supply YouTube / Vimeo embed code or MP4 / MOV file'. To the right of the video ad is a 'TOP AD' section with a yellow background and text: 'CLICK HERE FOR OUR CALENDAR OF VIRTUAL / ONLINE EVENTS' and 'THE ULTIMATE PARENT SURVIVAL GUIDE TO 2020 - 2021'. Below these is a calendar for 'SEPTEMBER 2020'. To the left of the calendar is a 'SQUARE AD' for 'ZIP BRISTOL MOUNTAIN AERIAL ADVENTURES'. Below the calendar is a 'FEATURED EVENTS' section with a 'VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE at the DoSeum Ages 5-11' and a 'HORSIN' AROUND at Lollypop Farm' event. To the right of the featured events is a 'TODAY'S EVENTS' list with 8 items, including 'Free Online Yoga Classes', 'FIRST DAY OF BROADWAY TEACHES KIDS!', and 'Auditions for Halloween'. At the bottom right, there's another 'SQUARE AD' with a purple background.

# 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.

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



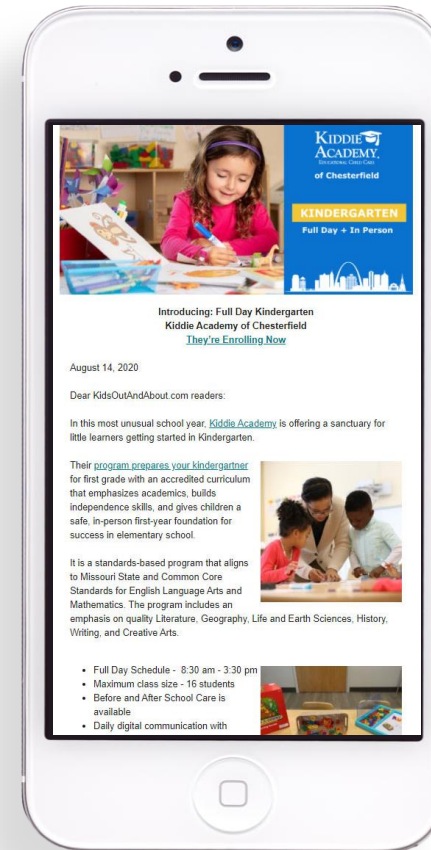
### ✓ SAVE THE DATE

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 37%-42%, 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](#)



SAN DIEGO

**CONTACT:** Tara Giddings | 585-633-8400 x705 | [tara@kidsoutandabout.com](mailto:tara@kidsoutandabout.com)

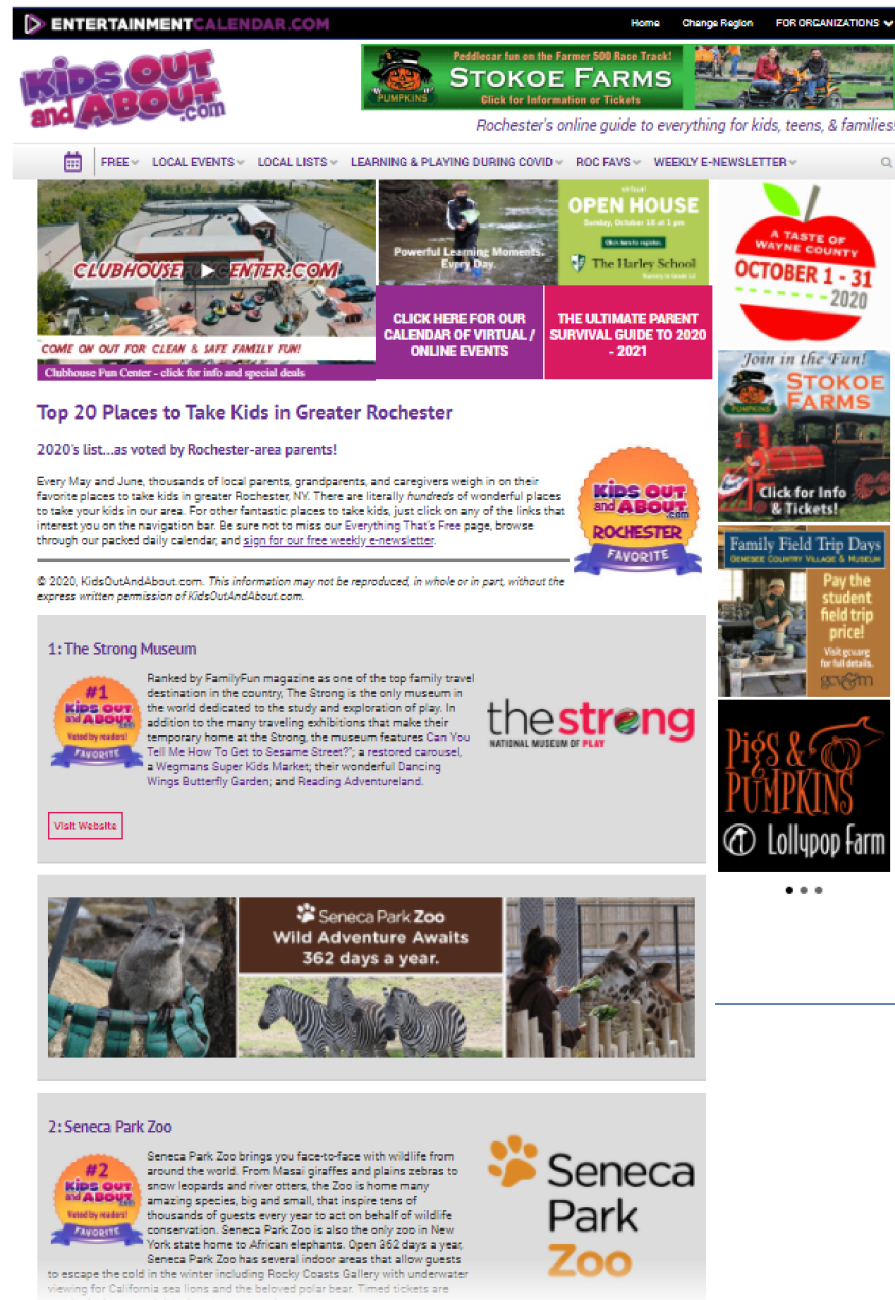
# Advertising Option

## 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 DIEGO



**CONTACT:** Tara Giddings | 585-633-8400 x705 | [tara@kidsoutandabout.com](mailto:tara@kidsoutandabout.com)

# 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

# THANK YOU



Connect with us

**to get started or continue working  
with [KidsOutAndAbout.com](http://KidsOutAndAbout.com)!**

---

## CONTACT :

Tara Giddings

585-633-8400 x705

[tara@kidsoutandabout.com](mailto: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 DIEGO