

SPRING 2024 MEDIA KIT

CONTACT:

Angela Thompson | 585-633-8400 x714
angela@kidsoutandabout.com

**KIDS OUT
and ABOUT**.com
DFW AREA

 **BeyontheNest.com**

 **ENTERTAINMENTCALENDAR.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
- 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



Share your story With Our Audience



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and ABOUT.com**



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DALLAS – FT WORTH – MID-CITIES

Composite Demographics



Unique Visitors

700,000 unique visitors / year



Pageviews

2.7 million pageviews / year



Newsletter

52,000 opt-in subscribers in three regions receive weekly e-newsletters



Demographics

85% parents

15% grandparents

82% women



DFW AREA



Newsletter reader distribution

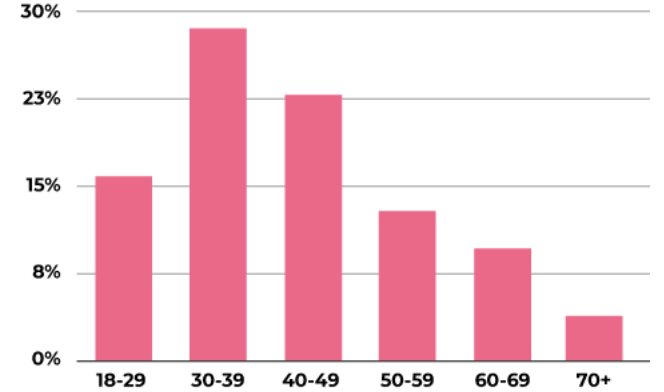
DFW readers:

Dallas newsletter: 50%

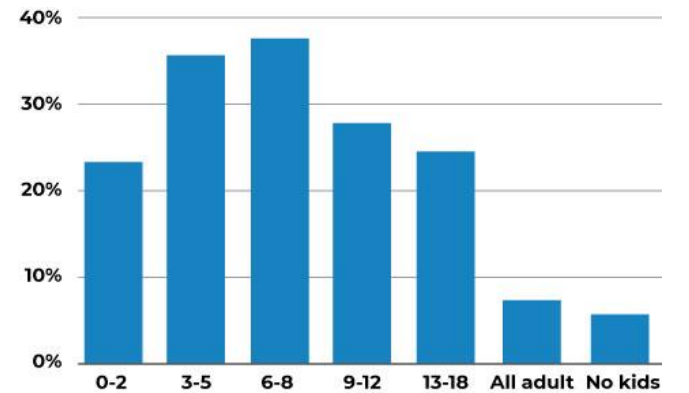
Fort Worth newsletter: 36%

Mid-Cities newsletter: 14%

Ages of Our Readers



Our Readers' Kids



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Advertising Option Videos

VIDEO AD

- \$600/month/site, non-exclusive (max of four clients' video ads will share that space at any time)
- \$1000/month/all three sites
- \$200/week/site, non-exclusive

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



DFW AREA

The screenshot shows the website layout with several ad spots:

- 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 ad with the text "SQUARE AD".
- ZIP BRISTOL MOUNTAIN AERIAL ADVENTURES:** A green square ad with a photo of a family.
- SCHOOL YEAR 2020 - 2021:** A section with a photo of a family and the text "SCHOOL YEAR 2020 - 2021: The Ultimate Parent Survival Guide".
- CALENDAR:** A calendar for September 2020 with the date 14 highlighted.
- FEATURED EVENTS:** A section with a photo of a child and the text "VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE at the DoSeum Ages 5-11".
- TODAY'S EVENTS:** A list of events including "Free Online Yoga Classes", "FIRST DAY OF BROADWAY TEACHES KIDS! Fall Semester", "Teen 'Zine: A Call for Submissions!", "Teen 'Zine: A Call for Submissions!", "Pack 48, Lego Pinewood Derby Races", "Keegan PLAY-RAH-KA Virtual Theatre Program", and "Auditions for Halloween".
- HORSIN' AROUND:** A section with a photo of a horse and the text "Horsin' Around at Lollypop Farm".
- SQUARE AD:** A purple square ad with the text "SQUARE AD" at the bottom right.

Advertising Option Images

LEADERBOARD AD (728 X 90 PIXELS):

Exclusive space: \$1200/region or \$2500/month for all three regions (assuming availability)

Shared space: \$600/region or \$1250/month for all three regions

TOP AD (450 X 150 PIXELS):

Exclusive space: \$1500/region or \$3000/month for all three regions

Shared space: \$750/region or \$1500/month for all three regions

SQUARE ADS (250 X 250 PIXELS):

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

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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/region



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](#)



DFW AREA

The screenshot shows the website interface with a navigation bar at the top containing links like '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's activities, a logo, and contact information. For example, Long Acre Farms is described as having an 'Amazing Maize Maze' and various farm activities. Stokoe Farms offers 'peddolar fun on the Farmer 500 Race Track!'. Wickham Farms has a 'new, bigger home' with various family fun activities. The listings are arranged in a grid-like fashion with some overlapping.



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.

Upgraded organizations receive 4-5 times the click-through rate of free listings.

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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



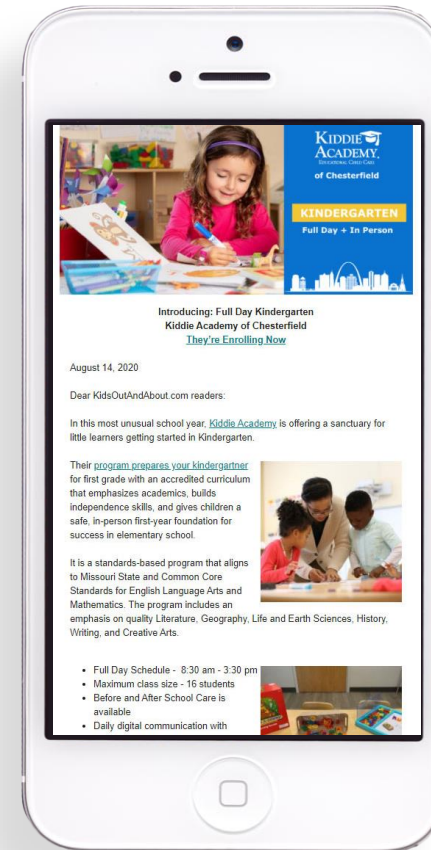
✓ SAVE THE DATE

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 35%-37%, 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.



Maximize Your Advertising

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

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

\$1200/year/region for ~100,000 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

”