# WINTER 2025 MEDIA KIT

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



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

# What makes **KidsOutAndAbout Unique**

- Launched in 2001, originally 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
- 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



## LOS ANGELES Reader Demographics

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Unique Visitors 175,000 unique visitors / year

Pageviews 475,000 pageviews / year

## Newsletter

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

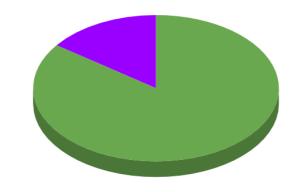
**Demographics** 85% parents 15% grandparents

82% women

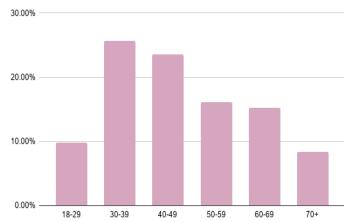


# Our Readers:

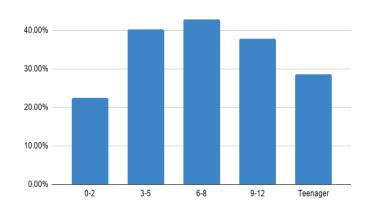
#### 82% Women, 18% Men



# Ages of **Our Readers**



## Ages of Our Readers' Kids



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LOS ANGELES

# Advertising Option **Videos**

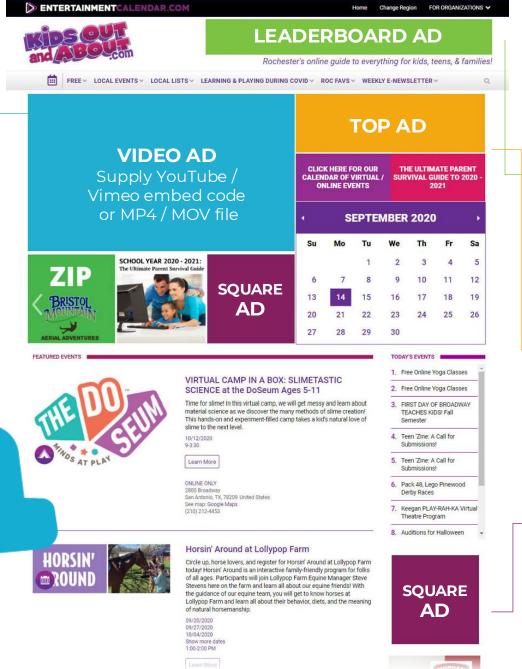
VIDEO AD

- \$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

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



# Advertising Option

 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.



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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 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**





#### 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 2 1/2 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

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 vour 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 hat perfect numpkin



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 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.

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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





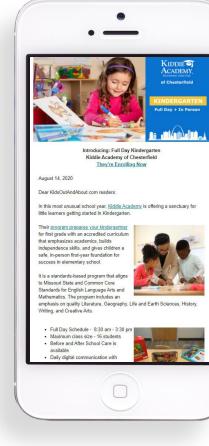
## SAVE THE DATE

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





Our average weekly e-newsletter read rate is 34%-40%, with a clickthrough 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

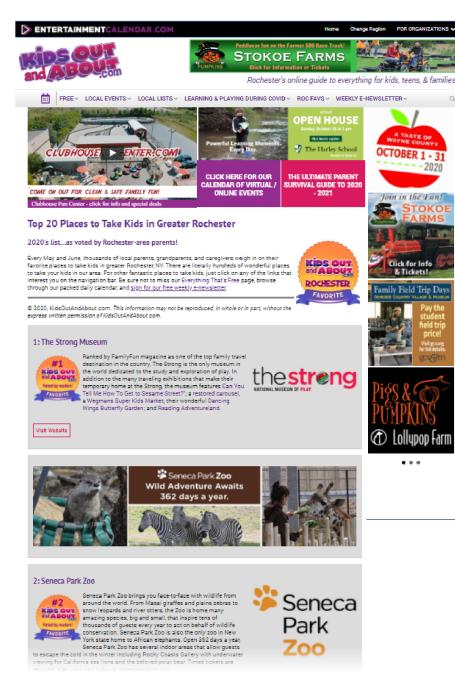
**SAMPLE E-BLAST** 

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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

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

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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

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