# WINTER 2025 MEDIA KIT

#### SALES REPRESENTATIVE:

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



MILWAUKEE





## 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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# MILWAUKEE Demographics

**Unique Visitors** 200,000 unique visitors / year



#### Pageviews

625,000 pageviews / year



#### Newsletter

17,000 opt-in subscribers receive weekly e-newsletters

### Demographics

85% parents 15% grandparents

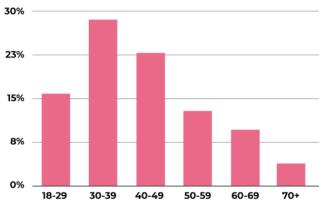
82% women

## KOAA is the only tried and tested paid advertising that we do anymore! – Sensei Rob Kruchten Eastside Martial Arts, Victor, NY

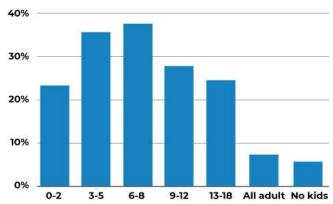
#### **Readers Live**



## 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.



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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**



Idlecar fun on the Farmer 500 Race Track! STOKOE FARMS Rochester's online auide to everything for kids, teens, & fa LOCAL EVENTS & LOCAL LISTS & LEARNING & PLAYING DURING COVID & ROC FAVS & WEEKLY E-NEWSLETTER Visit Website Long Acre Farms The Amazing Maize Maze at Long Acre Farms is much more than a walk through LONG ACREthe 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. Com 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 ition assistance ava Visit Website Directions

#### **Stokoe Farms**

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 pumpkin





#### Wickham Farms

ENTERTAINMENTCALENDAR.COM

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



#### **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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tokoe

Upgraded organizations

receive 4-5 times the

click-through rate of

free listings.



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



### 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 30%-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

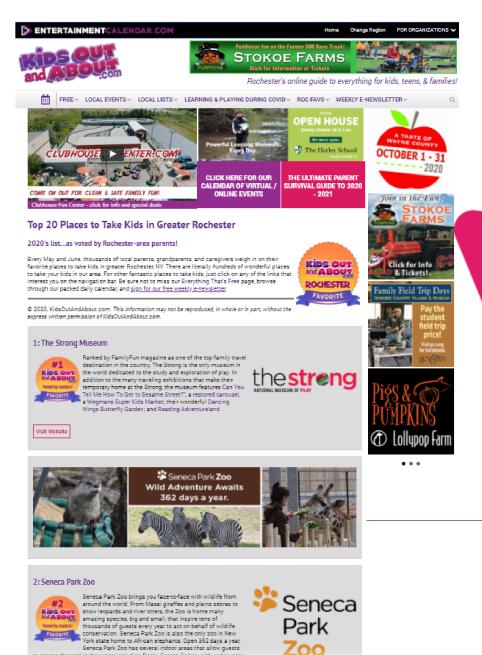
**SAMPLE E-BLAST** 

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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.





escape the cold in the winter including Rocky Coasts Gallery with underwater

## Maximize Your Advertising

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



\$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

