

New York State SPRING 2025 MEDIA KIT

SALES REPRESENTATIVE:

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NEW YORK STATE



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

What makes KidsOutAndAbout Unique

- Launched in 2001 in Rochester
- 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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New York State Demographics



Unique Visitors

1.8 million unique visitors / year



Pageviews

5.1 million pageviews / year



Newsletter

115,000 opt-in subscribers in NYS
receive weekly e-newsletters



Demographics

85% parents
15% grandparents
82% women

**KIDS OUT
and ABOUT.com**

NEW YORK STATE

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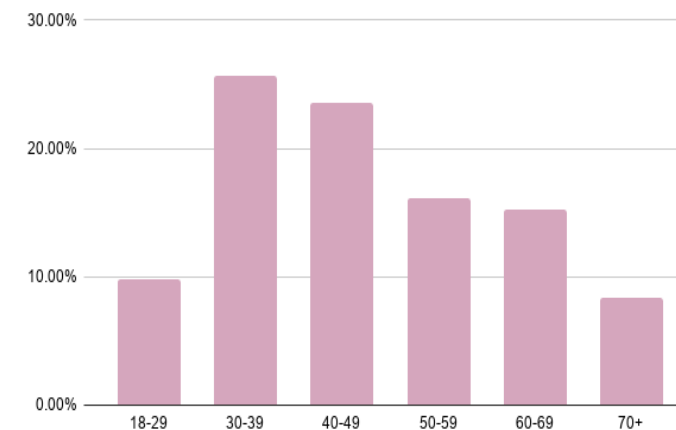
*85% parents, 15%
grandparents... with
kids from babies
through teens*

”

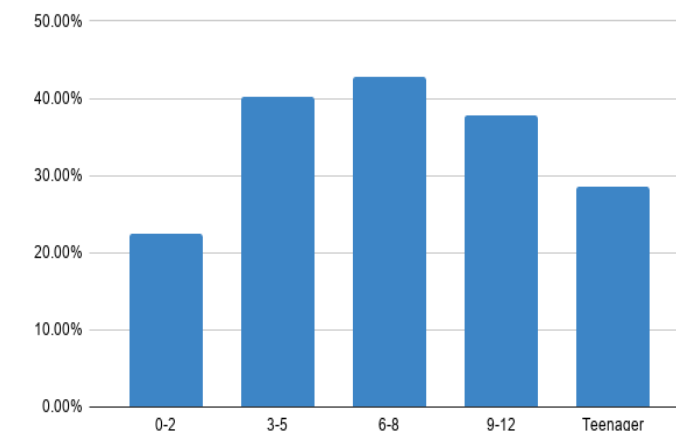
Where Readers Live

Buffalo: 16%
Capital District: 19%
Hudson Valley: 13%
Long Island: 11%
Rochester: 30%
Westchester: 11%

Ages of Our Readers



Ages of 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.



NEW YORK STATE

The screenshot shows the homepage of Kids Out and About .com. At the top is a navigation bar with links: Home, Change Region, FOR ORGANIZATIONS. Below the navigation bar is a header with the site's name and tagline: "Rochester's online guide to everything for kids, teens, & families!". A secondary navigation bar includes links: FREE, LOCAL EVENTS, LOCAL LISTS, LEARNING & PLAYING DURING COVID, ROC FAVS, WEEKLY E-NEWSLETTER. The main content area is divided into several sections:

- VIDEO AD:** A large blue box with the text "VIDEO AD" and "Supply YouTube / Vimeo embed code or MP4 / MOV file".
- TOP AD:** An orange box with the text "TOP AD".
- SQUARE AD:** A purple box with the text "SQUARE AD".
- CALENDAR:** A calendar for September 2020, showing dates from Sunday to Saturday.
- FEATURED EVENTS:** A section with event listings, including "VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE at the DoSeum Ages 5-11" and "Horsin' Around at Lollypop Farm".
- TODAY'S EVENTS:** A list of events for the current day, 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".

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.

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Advertising Option Content Advertising



CONTENT AD

Content ad on subject search results page.
Up to 110 words plus a square graphic and links: \$480/year/region or \$1800 all six regions



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](#)



NEW YORK STATE

Kids Out and About .com

Peddlecar fun on the Farmer 500 Race Track!
STOKOE FARMS
Click for Information or Tickets
Rochester's online guide to everything for kids, teens, & families!

FREE LOCAL EVENTS LOCAL LISTS LEARNING & PLAYING DURING COVID ROC FAVS WEEKLY E-NEWSLETTER

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 21st - 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

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 your 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 that perfect pumpkin!
656 South Rd, Scottsville, NY | (585) 889-0770

Wickham Farms
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



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
KOAA calendar:
\$40/week

✓ IMAGE AD

Square ad (250 x 250)
or leaderboard-sized
ad (728 x 90):
\$200/week

[SAMPLE NEWSLETTER](#)

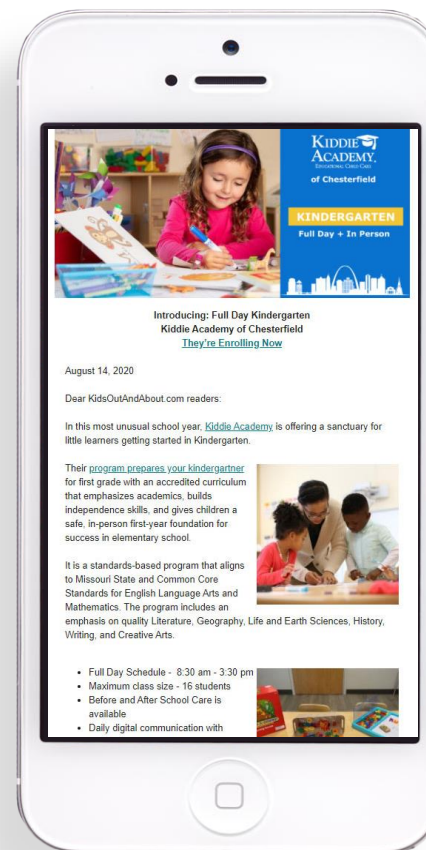
Our average weekly
e-newsletter read rate is
34.9%, with a click-through
rate of 8.3%.

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 (Rochester, Albany, Westchester, etc.) 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

\$4000/year for all six regions

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THANK YOU



Connect with us

**to get started or continue
working with
KidsOutAndAbout.com!**

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NEW YORK STATE

“

In our top traffic months –
September & October –
KOAA sent us 73% of the
traffic we received from
referring websites!

– Stokoe Farms,
Scottsville, NY

”