

SPRING 2024 MEDIA KIT

SALES REPRESENTATIVE:

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**KIDS OUT
and ABOUT**
D.C. METRO AREA

 **BeyondtheNest.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.
- 45 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



D.C. METRO AREA

Share your story With Our Audience



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WASHINGTON D.C. METRO AREA

Demographics



Unique Visitors

200,000 unique visitors / year



Pageviews

500,000 pageviews / year



Newsletter

22,500 opt-in subscribers receive weekly e-newsletters



Demographics

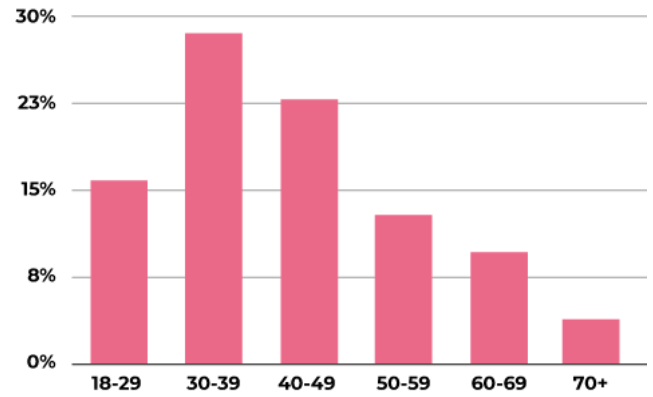
- 85% parents
- 15% grandparents
- 82% women



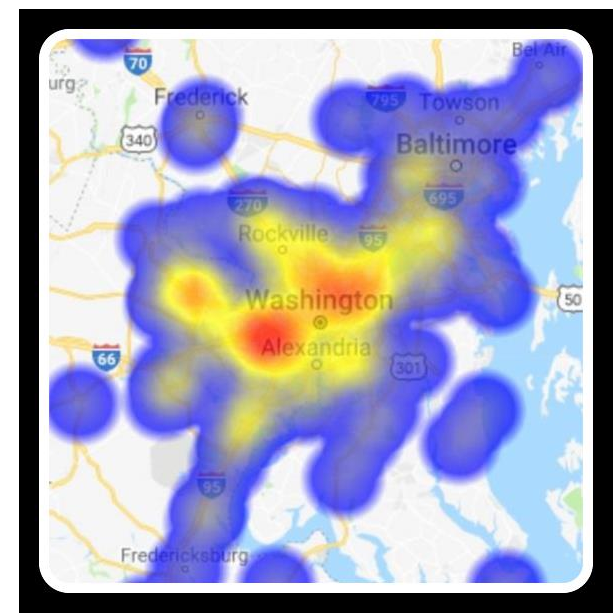
D.C. METRO



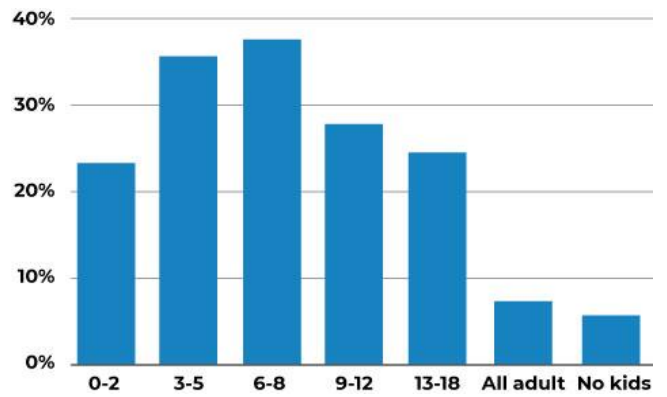
Ages of Our Readers



Where Readers Live



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.



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The screenshot shows the website layout with several ad placements:

- VIDEO AD:** A large blue box with the text "VIDEO AD Supply YouTube / Vimeo embed code or MP4 / MOV file".
- TOP AD:** A yellow box with the text "TOP AD".
- SQUARE AD:** A purple box with the text "SQUARE AD".
- Featured Events:** A section titled "FEATURED EVENTS" with a list of events including "VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE at the DoSeum Ages 5-11" and "Horsin' Around at Lollypop Farm".
- Calendar:** A calendar for September 2020 with the 14th highlighted.
- Today's Events:** A list of events for the day, including "Free Online Yoga Classes" and "First Day of Broadway Teaches Kids! Fall Semester".

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Advertising Option Images

LEADERBOARD AD (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.

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](#)



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The screenshot shows the website interface with a search bar at the top. Below the search bar, there are several search results. The first result is for 'Long Acre Farms', which includes a description of the maize maze, a graphic of the farm's logo, and contact information. The second result is for 'Stokoe Farms', which includes a description of the farm's activities, a graphic of the farm's logo, and contact information. The third result is for 'Wickham Farms', which includes a description of the farm's activities, a graphic of the farm's logo, and contact information. The fourth result is for 'Bauman's Farm Market', the fifth is for 'Chase Farms', the sixth is for 'Long Acre Farms', and the seventh is for 'Pully's Farm Market'. A green callout box points to the 'Long Acre Farms' and 'Stokoe Farms' results, stating: '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.

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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



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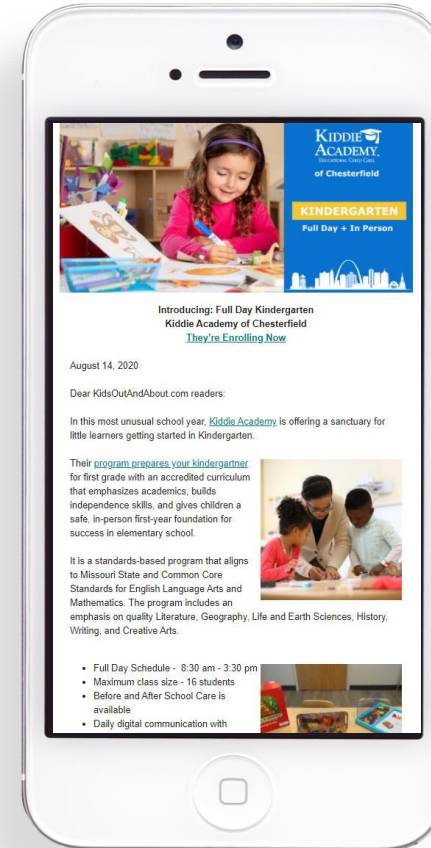
✓ SAVE THE DATE

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 34%-39%, 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.



D.C. METRO AREA

Maximize Your Advertising

Google places to take kids in Washington, D.C. and you'll find our Top 20 page.



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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**KIDS OUT
and ABOUT**
com

D.C. METRO AREA

“

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

– Stokoe Farms,
Scottsville, NY

”