

SPRING 2025 MEDIA KIT

CONTACT:

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**KIDS OUT
and ABOUT**
PORTLAND
com

PORTLAND

 **BeyontheNest.com**

 **ENTERTAINMENTCALENDAR.COM**

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

What makes KidsOutAndAbout Unique

- Launched in 2001 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



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Reader Demographics



Unique Visitors

130,000 unique visitors / year



Pageviews

360,000 pageviews / year



Newsletter

12,000 opt-in subscribers receive weekly e-newsletters



Demographics

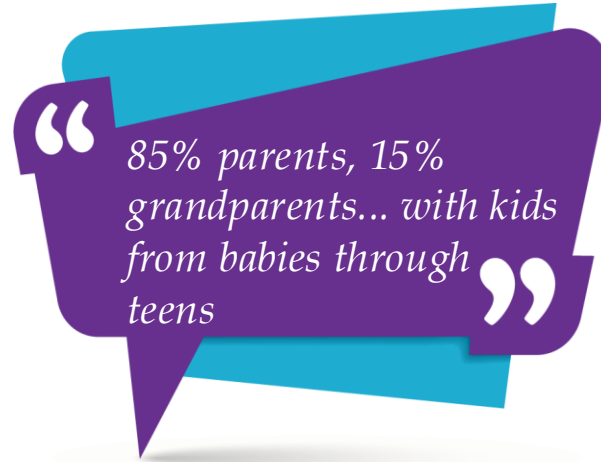
85% parents

15% grandparents

82% women

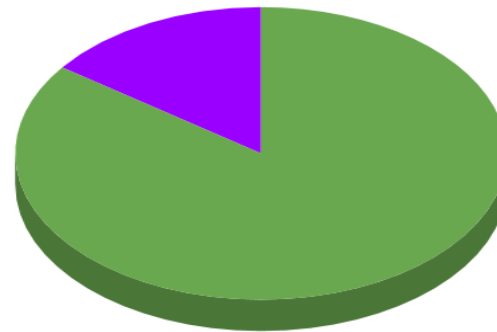


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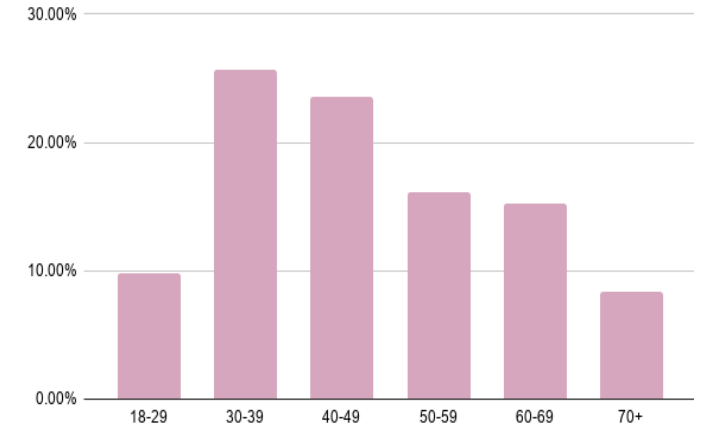


Our Readers:

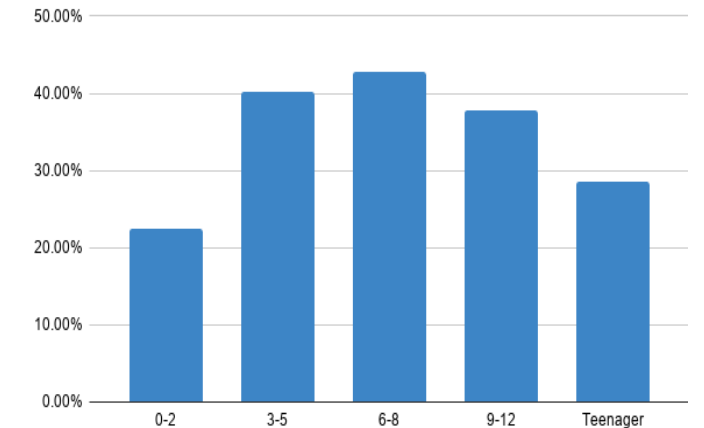
82% Women, 18% Men



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.



KIDS OUT and ABOUT .com
Rochester's online guide to everything for kids, teens, & families!

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

VIDEO AD
Supply YouTube / Vimeo embed code or MP4 / MOV file

TOP AD
CLICK HERE FOR OUR CALENDAR OF VIRTUAL / ONLINE EVENTS THE ULTIMATE PARENT SURVIVAL GUIDE TO 2020 - 2021

SQUARE AD
SCHOOL YEAR 2020 - 2021: The Ultimate Parent Survival Guide

FEATURED EVENTS

THE DO SEUM
MINDS AT PLAY
VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE at the DoSeum Ages 5-11
Time for slime! In this virtual camp, we will get messy and learn about material science as we discover the many methods of slime creation! This hands-on and experiment-filled camp takes a kid's natural love of slime to the next level.
10/12/2020 9-3:30
Learn More

HORSIN' AROUND
Circle up, horse lovers, and register for Horsin' Around at Lollypop Farm today! Horsin' Around is an interactive family-friendly program for folks of all ages. Participants will join Lollypop Farm Equine Manager Steve Stevens here on the farm and learn all about our equine friends! With the guidance of our equine team, you will get to know horses at Lollypop Farm and learn all about their behavior, diets, and the meaning of natural horsemanship.
09/20/2020 09/27/2020 10/04/2020 Show more dates 1:00-2:00 PM
Learn More

TODAY'S EVENTS

1. Free Online Yoga Classes
2. Free Online Yoga Classes
3. FIRST DAY OF BROADWAY TEACHES KIDS! Fall Semester
4. Teen 'Zine: A Call for Submissions!
5. Teen 'Zine: A Call for Submissions!
6. Pack 48, Lego Pinewood Derby Races
7. Keegan PLAY-RAH-KA Virtual Theatre Program
8. Auditions for Halloween

SQUARE AD

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

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](#)



The screenshot shows the website's search results page. At the top, there's a navigation bar with links like 'FREE', 'LOCAL EVENTS', 'LOCAL LISTS', 'LEARNING & PLAYING DURING COVID', 'ROC FAVS', and 'WEEKLY E-NEWSLETTER'. Below the navigation, there are several search results cards. Each card includes a 'Visit Website' button, a 'Directions' button, a description of the organization, a logo, and contact information. The results shown are for Long Acre Farms, Stokoe Farms, Wickham Farms, Bauman's Farm Market, Chase Farms, Long Acre Farms, and Pully's Farm Market. A green callout box points to the search 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



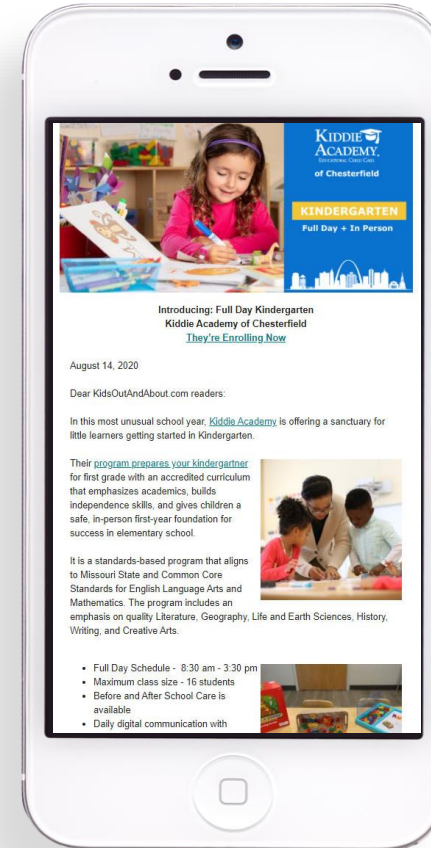
✓ SAVE THE DATE

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 33%-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.



The screenshot shows the website's navigation bar with options like 'FREE', 'LOCAL EVENTS', 'LOCAL LISTS', 'LEARNING & PLAYING DURING COVID', 'ROC FAVS', and 'WEEKLY E-NEWSLETTER'. The main content area features a 'Top 20 Places to Take Kids in Greater Rochester' section. The first entry is '1: The Strong Museum', which is ranked #1 by Kids Out and About. Below it is '2: Seneca Park Zoo', which is ranked #2. The website also includes various advertisements for local events like 'Stokoe Farms' and 'A Taste of Wayne County'.

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 or continue working
with KidsOutAndAbout.com!**

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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

”