

A photograph of three children lying on their backs on a lush green lawn. The child in the foreground has their feet raised and hands clasped. The other two children are lying further back, also on their backs. The background is a soft-focus green field.

# SUMMER 2024 MEDIA KIT

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**KIDS OUT  
and ABOUT**  
PORTLAND  
[.com](http://kidsoutandabout.com)

 [BeyondtheNest.com](http://BeyondtheNest.com)

 [ENTERTAINMENTCALENDAR.COM](http://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
- 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



## Share your story With Our Audience



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# PORTLAND

## Reader Demographics



### Unique Visitors

80,000 unique visitors / year



### Pageviews

260,000 pageviews / year



### Newsletter

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



### Demographics

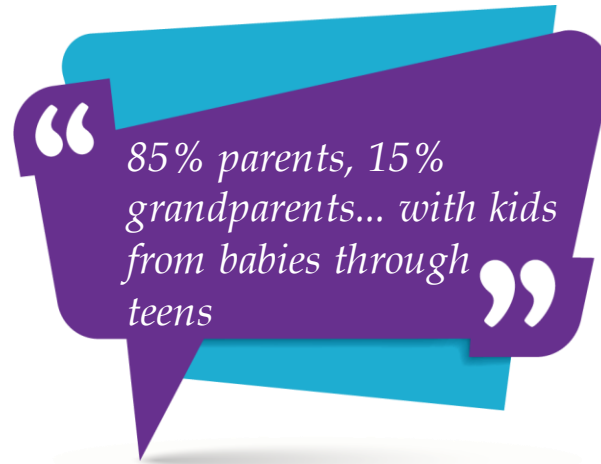
85% parents

15% grandparents

82% women

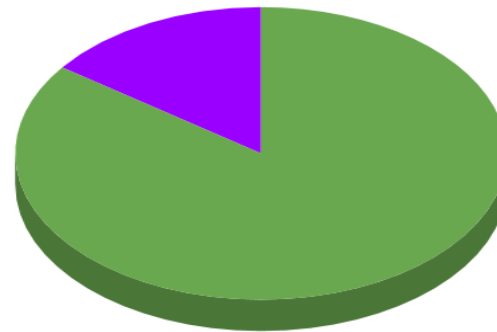


PORTLAND

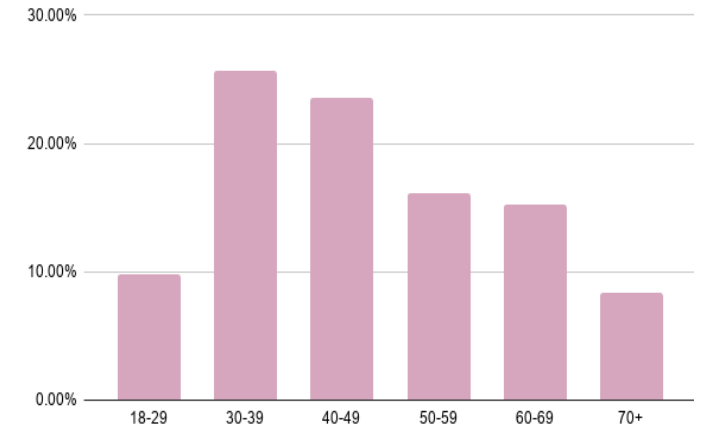


### Our Readers:

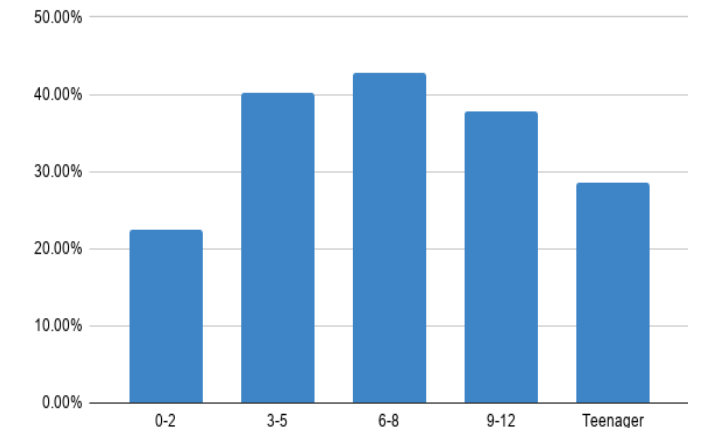
**82% Women, 18% Men**



### 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.



The screenshot shows the website layout with several ad spots:

- VIDEO AD:** A large blue box with text: "VIDEO AD Supply YouTube / Vimeo embed code or MP4 / MOV file".
- TOP AD:** A yellow box with text: "TOP AD".
- SQUARE AD:** A purple box with text: "SQUARE AD".
- Featured Events:**
  - 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](#)

ONLINE ONLY  
2800 Broadway  
San Antonio, TX, 78209 United States  
See map: [Google Maps](#)  
(210) 212-4453
  - Horsin' Around at Lollypop Farm**

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](#)

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# 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.

# 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 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 a 'Visit Website' button. The second result is for 'Stokoe Farms', which includes a description of the farm's activities, a graphic of the farm's logo, and a 'Visit Website' button. The third result is for 'Wickham Farms', which includes a description of the farm's activities, a graphic of the farm's logo, and a 'Visit Website' button. The fourth result is for 'Bauman's Farm Market', the fifth for 'Chase Farms', the sixth for 'Long Acre Farms', and the seventh 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



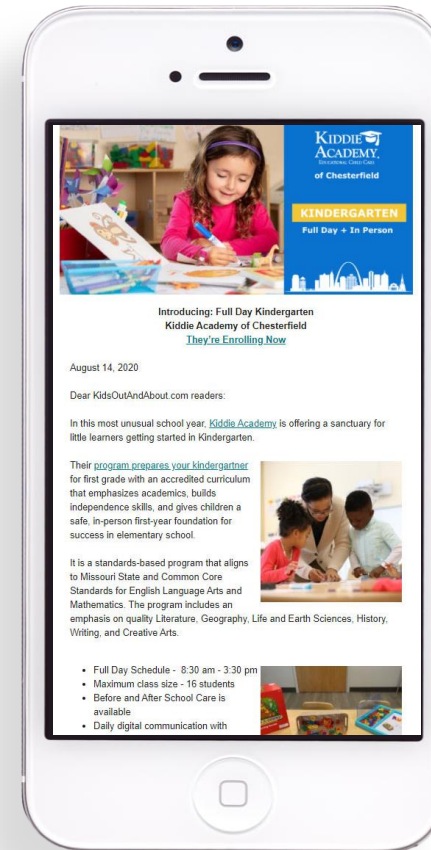
### ✓ SAVE THE DATE

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 interface with a navigation bar at the top. The main content area features a grid of advertisements and a list of top 20 places. The first item is '1: The Strong Museum', which is ranked #1. Below it is '2: Seneca Park Zoo'. The website also features various other promotional banners for 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](http://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*

”