

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

SUMMER 2024 MEDIA KIT

CONTACT:

Lisa Predmore | 585-633-8400 x703
lisa@kidsoutandabout.com

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

 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.
- 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



**KIDS OUT
and ABOUT.com**



CONTACT: Lisa Predmore | 585-633-8400 x703 | lisa@kidsoutandabout.com

BUFFALO

Demographics



Unique Visitors

425,000 unique visitors / year



Pageviews

1.2 million pageviews / year



Newsletter

21,000 opt-in subscribers receive weekly e-newsletters



Demographics

85% parents

15% grandparents

82% women



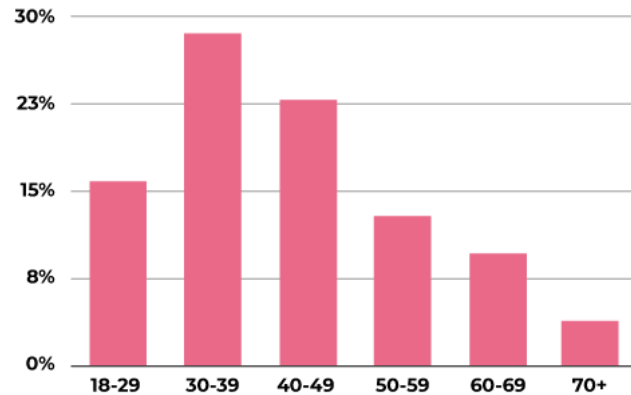
BUFFALO



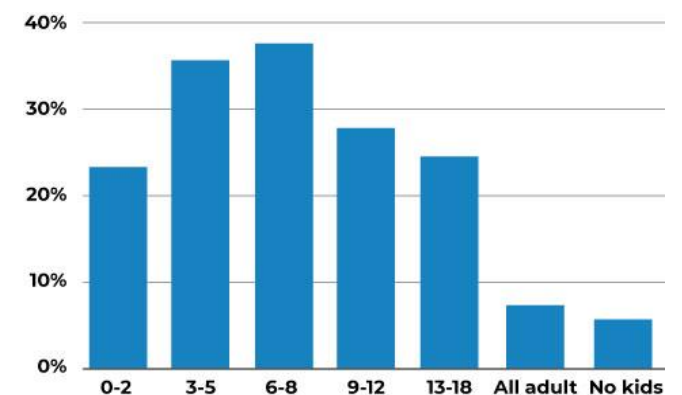
Where Readers Live



Ages of Our Readers



Ages of Our Readers' Kids



CONTACT: Lisa Predmore | 585-633-8400 x703 | lisa@kidsoutandabout.com

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 the text "VIDEO AD Supply YouTube / Vimeo embed code or MP4 / MOV file".
- TOP AD:** A yellow box at the top right with the text "TOP AD".
- SQUARE AD:** A purple box on the right side with the text "SQUARE AD".
- Featured Events:** A section titled "FEATURED EVENTS" with two items:
 - VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE at the DoSeum Ages 5-11:** Includes a description, date (10/12/2020 9-3:30), and a "Learn More" button.
 - Horsin' Around at Lollypop Farm:** Includes a description, date (09/20/2020 to 10/04/2020), and a "Learn More" button.
- Other elements:** A calendar for September 2020, a "SCHOOL YEAR 2020 - 2021: The Ultimate Parent Survival Guide" link, and a "TODAY'S EVENTS" list.

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.

CONTACT: Lisa Predmore | 585-633-8400 x703 | lisa@kidsoutandabout.com

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 navigation tabs: FREE, LOCAL EVENTS, LOCAL LISTS, LEARNING & PLAYING DURING COVID, ROC FAVS, WEEKLY E-NEWSLETTER. The main content area displays search results for 'Long Acre Farms' and 'Stokoe Farms'. Each result includes a title, a description, a logo, and a 'Visit Website' button. A green callout box points to the 'Visit Website' button for 'Stokoe Farms' with the text: '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.

CONTACT: Lisa Predmore | 585-633-8400 x703 | lisa@kidsoutandabout.com

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



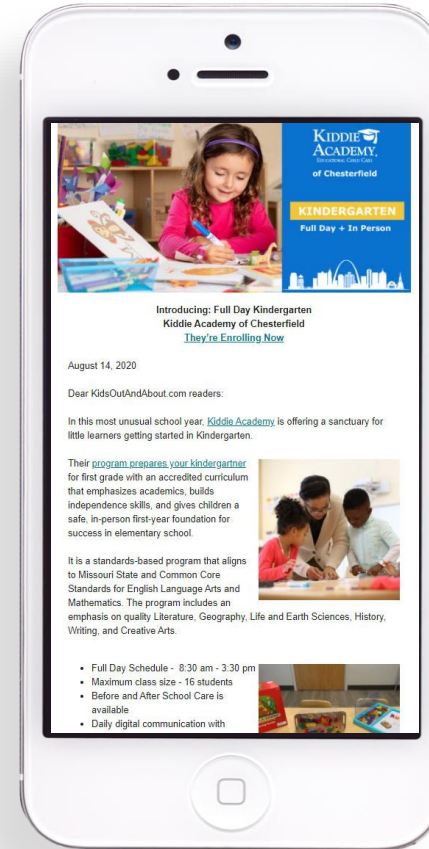
✓ SAVE THE DATE

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 29%-34%, 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](#)

CONTACT: Lisa Predmore | 585-633-8400 x703 | lisa@kidsoutandabout.com

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.



ENTERTAINMENTCALENDAR.COM Home Change Region FOR ORGANIZATIONS

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

CLUBHOUSE ENTER.COM
COME ON OUT FOR CLEAN & SAFE FAMILY FUN!
Clubhouse Fun Center - click for info and special deals

Powerful Learning Moments Every Day

OPEN HOUSE
Sunday, October 18 at 1 pm
The Harley School

A TASTE OF WAYNE COUNTY
OCTOBER 1 - 31 - 2020

Join in the Fun!
STOKOE FARMS
Click for Info & Tickets!

Family Field Trip Days
GENESSEE COUNTRY VILLAGE & MUSEUM
Pay the student field trip price!
Visit group for full details.

1: The Strong Museum
Ranked by FamilyFun magazine as one of the top family travel destinations in the country, The Strong is the only museum in the world dedicated to the study and exploration of play. In addition to the many traveling exhibitions that make their temporary home at the Strong, the museum features Can You Tell Me How To Get to Sesame Street?, a restored carousel, a Wegmans Super Kids Market, their wonderful Dancing Wings Butterfly Garden, and Reading Adventureland.
Visit Website

2: Seneca Park Zoo
Wild Adventure Awaits 362 days a year.

Seneca Park Zoo
Seneca Park Zoo brings you face-to-face with wildlife from around the world. From Masai giraffes and plains zebras to snow leopards and river otters, the Zoo is home many amazing species, big and small, that inspire tens of thousands of guests every year to act on behalf of wildlife conservation. Seneca Park Zoo is also the only zoo in New York state home to African elephants. Open 362 days a year, Seneca Park Zoo has several indoor areas that allow guests to escape the cold in the winter including Rocky Coasts Gallery with underwater viewing for California sea lions and the beloved polar bear. Timed tickets are required. [Click here to view the Top 20 list.](#)

Pigs & PUMPKINS
Lollipop Farm

Maximize Your Advertising

Google places to take kids in Buffalo 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

CONTACT: Lisa Predmore | 585-633-8400 x703 | lisa@kidsoutandabout.com

THANK YOU



Connect with us
to get started!

CONTACT :

Lisa Predmore

585-633-8400 x703

lisa@kidsoutandabout.com



“

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

– Stokoe Farms,
Scottsville, NY

”