

# SPRING 2024 MEDIA KIT

**CONTACT:**

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**KIDS OUT  
and ABOUT**.com  
ROCHESTER

 BeyondtheNest.com

 **ENTERTAINMENTCALENDAR.COM**

# 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
- 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**



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# ROCHESTER

## Demographics



### Unique Visitors

400,000 unique visitors / year



### Pageviews

2.1 million pageviews / year



### Newsletter

25,000 opt-in subscribers receive weekly e-newsletters



### Demographics

85% parents

15% grandparents

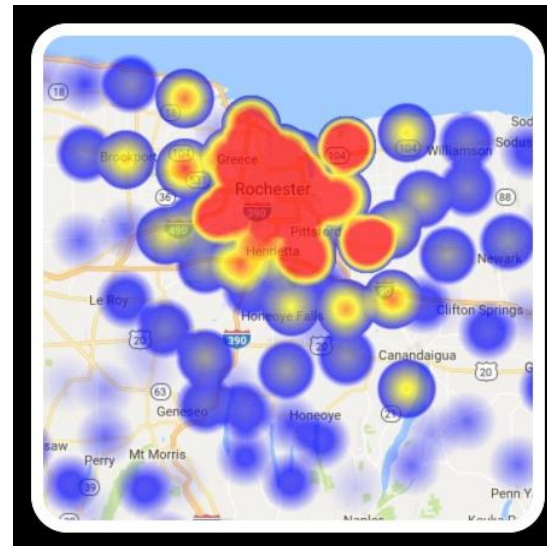
82% women



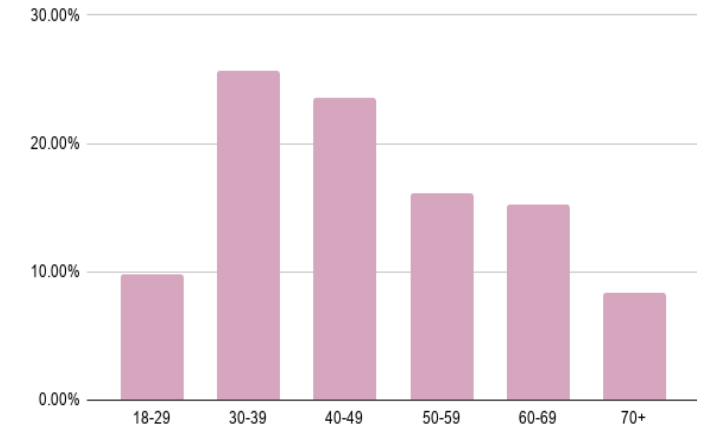
ROCHESTER



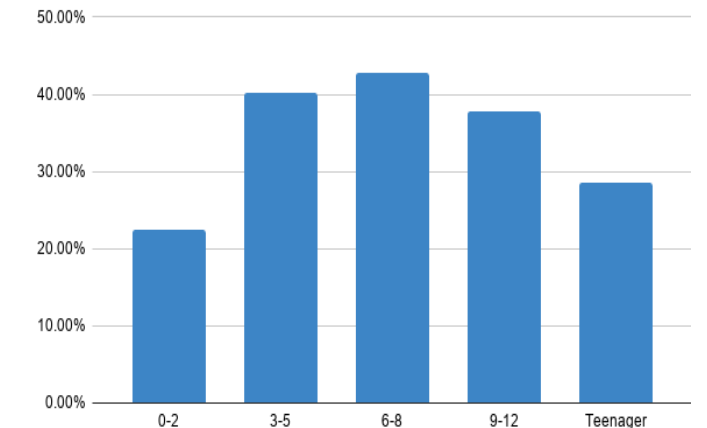
## Where Readers Live



## 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.



ROCHESTER

The screenshot shows the website layout with several ad spots highlighted. At the top right is a green 'LEADERBOARD AD' banner. Below it is a 'TOP AD' in a yellow box. A large blue 'VIDEO AD' box is on the left. Below the video ad is a 'SQUARE AD' for 'ZIP BRISTOL MOUNTAIN AERIAL ADVENTURES'. To the right of the square ad is a calendar for 'SEPTEMBER 2020'. Below the calendar is a 'FEATURED EVENTS' section with an ad for 'VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE at the DoSeum Ages 5-11'. At the bottom is an ad for 'HORSIN' AROUND at Lollypop Farm' with a 'SQUARE AD' label.

# 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: \$2500/month  
Shared space: \$1250/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](#)



ROCHESTER

The screenshot shows the website's search results page. At the top, there's a navigation bar with links for Home, Change Region, and FOR ORGANIZATIONS. Below that, a banner for 'Stokoe Farms' promotes a 'Pumpkin Patch' event. The main content area displays search results for 'Long Acre Farms' and 'Stokoe Farms'. Each result includes a title, a brief description, a 'Visit Website' button, and a 'Directions' button. The 'Long Acre Farms' result features a graphic of a cornfield. The 'Stokoe Farms' result features a graphic of a pumpkin patch. Below these, there are more results for 'Wickham Farms', 'Bauman's Farm Market', 'Chase Farms', and 'Pully's Farm Market'. A green callout box on the right side of the screenshot says '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



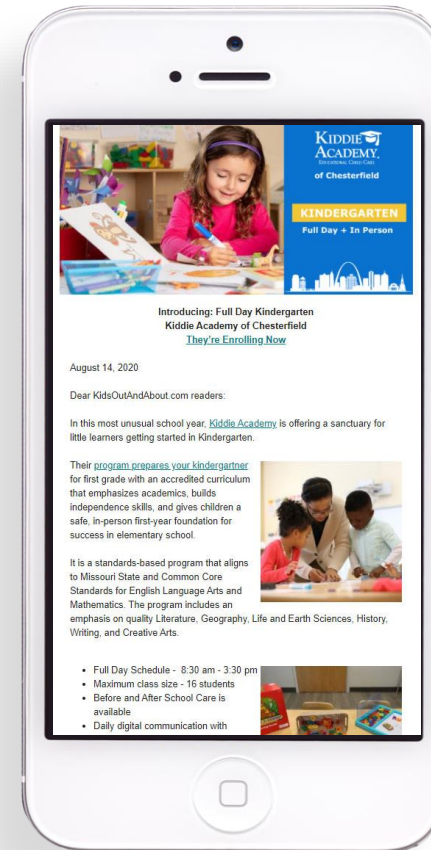
### ✓ SAVE THE DATE

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 29%-35%, 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.



**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

**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** GENESEE COUNTRY VILLAGE & MUSEUM Pay the student field trip price! Visit group for full details.

**Pigs & PUMPKINS** Lollipop Farm

**Top 20 Places to Take Kids in Greater Rochester**  
2020's list...as voted by Rochester-area parents!

Every May and June, thousands of local parents, grandparents, and caregivers weigh in on their favorite places to take kids in greater Rochester, NY. There are literally hundreds of wonderful places to take your kids in our area. For other fantastic places to take kids, just click on any of the links that interest you on the navigation bar. Be sure not to miss our Everything That's Free page, browse through our packed daily calendar, and sign for our free weekly e-newsletter.

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**1: The Strong Museum**  
Ranked by FamilyFun magazine as one of the top family travel destination 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.

**2: 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 for more info on all our events.](#)

# Maximize Your Advertising

Google places to take kids in Rochester 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 ~135,000 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

”