

# SUMMER 2024 MEDIA KIT

**CONTACT:**

Debra Ross | 585-633-8400 x700  
deb@kidsoutandabout.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



**CONTACT:** Debra Ross | 585-633-8400 x700 | [debraross@kidsoutandabout.com](mailto:debraross@kidsoutandabout.com)

# 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

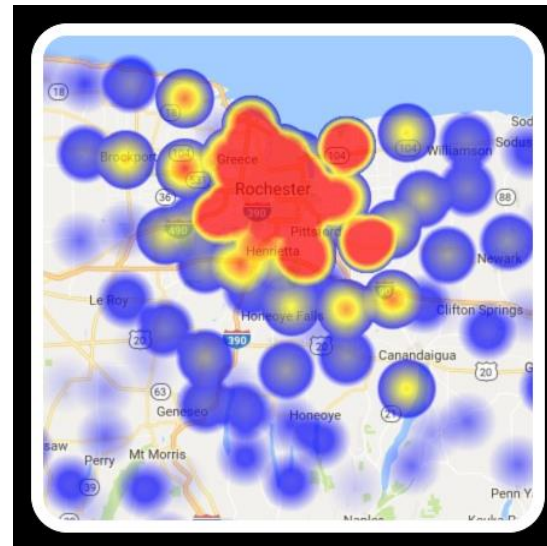
82% women



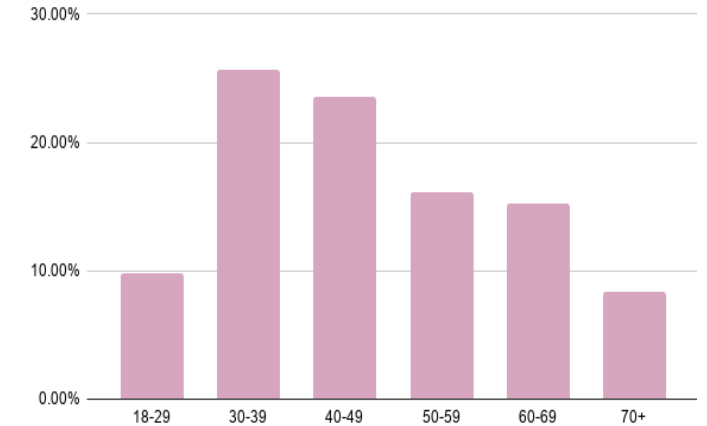
ROCHESTER



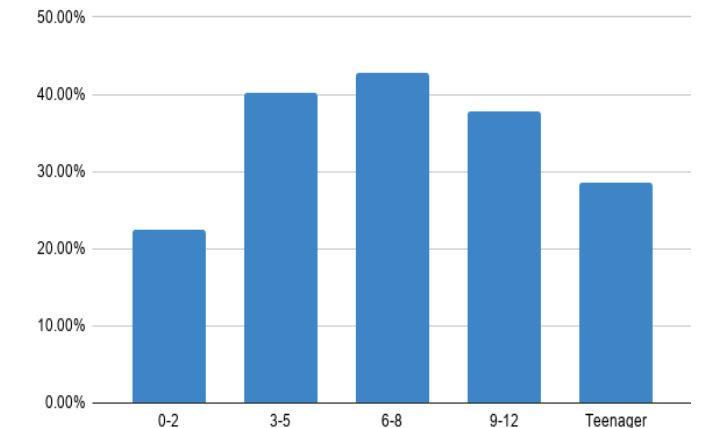
## Where Readers Live



## Ages of Our Readers



## Ages of Our Readers' Kids



**CONTACT:** Debra Ross | 585-633-8400 x700 | [debraross@kidsoutandabout.com](mailto:debraross@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.



ROCHESTER

The screenshot shows the website interface with several ad placements:

- LEADERBOARD AD:** A green banner at the top with the text "LEADERBOARD AD" and "Rochester's online guide to everything for kids, teens, & families!".
- TOP AD:** A yellow banner with the text "TOP AD".
- VIDEO AD:** A large blue box with the text "VIDEO AD" and "Supply YouTube / Vimeo embed code or MP4 / MOV file".
- SQUARE AD:** A purple box with the text "SQUARE AD".
- CALENDAR:** A calendar for September 2020 with the date 14 highlighted.
- FEATURED EVENTS:** A section with a "THE DO SEUM" logo and details for "VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE at the DoSeum Ages 5-11".
- TODAY'S EVENTS:** A list of events including "Free Online Yoga Classes", "FIRST DAY OF BROADWAY TEACHES KIDS! Fall Semester", and "Auditions for Halloween".
- SQUARE AD (bottom):** A purple box with the text "SQUARE AD" and details for "Horsin' Around at Lollypop Farm".

# 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.

**CONTACT:** Debra Ross | 585-633-8400 x700 | [debraross@kidsoutandabout.com](mailto:debraross@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](#)



ROCHESTER

The screenshot shows the website interface with a navigation bar at the top containing links for Home, Change Region, and FOR ORGANIZATIONS. Below the navigation bar is a search bar and a list of categories: FREE, LOCAL EVENTS, LOCAL LISTS, LEARNING & PLAYING DURING COVID, ROC FAVS, and WEEKLY E-NEWSLETTER. The main content area displays several organization listings, each with a title, a brief description, a 'Visit Website' button, and a 'Directions' button. The listings include 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 on the right side of the screenshot contains 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.

# 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



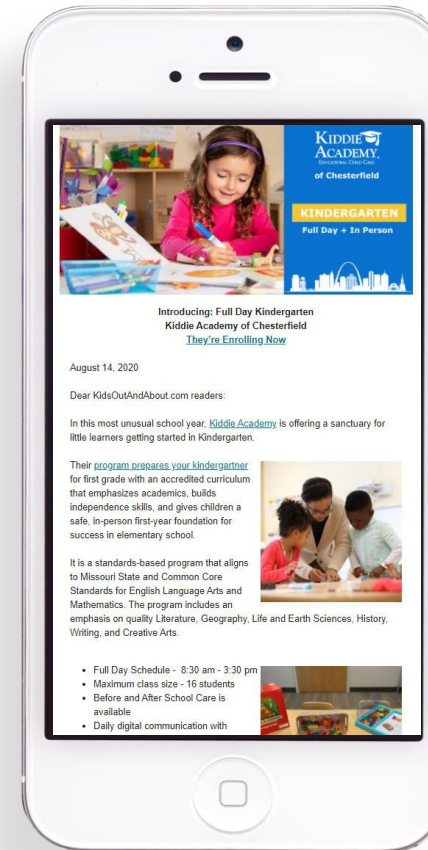
### ✓ SAVE THE DATE

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](#)

**KIDS OUT  
and ABOUT.com**

ROCHESTER

**CONTACT:** Debra Ross | 585-633-8400 x700 | [debraross@kidsoutandabout.com](mailto:debraross@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.



ROCHESTER

# 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

**CONTACT:** Debra Ross | 585-633-8400 x700 | [debraross@kidsoutandabout.com](mailto:debraross@kidsoutandabout.com)

# THANK YOU



Connect with us

**to get started or continue working with  
KidsOutAndAbout.com!**

---

## **CONTACT :**

Debra Ross, Publisher

585-633-8400 x700

[deb@kidsoutandabout.com](mailto:deb@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

”