

SPRING 2025 MEDIA KIT

CONTACT:

Tara Giddings | 585-633-8400 x705
tara@kidsoutandabout.com

**KIDS OUT
and ABOUT**.com

SEATTLE

 **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



SEATTLE

Share your story With Our Audience



CONTACT : Tara Giddings | 585-633-8400 x705 | tara@kidsoutandabout.com

SEATTLE

Demographics



Unique Visitors

160,000 unique visitors / year



Pageviews

430,000 pageviews / year



Newsletter

13,000 opt-in subscribers receive weekly e-newsletters



Demographics

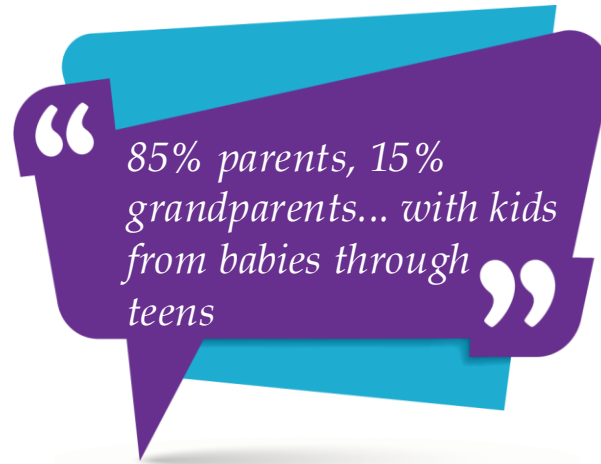
85% parents

15% grandparents

82% women

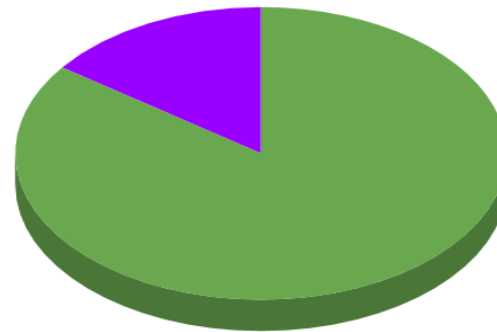


SEATTLE

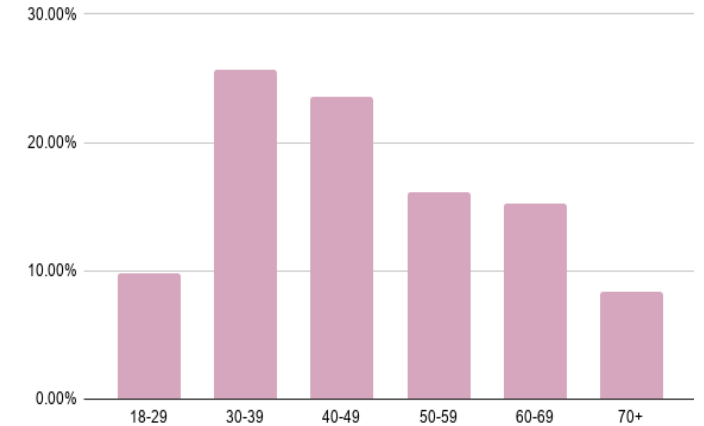


Our Readers:

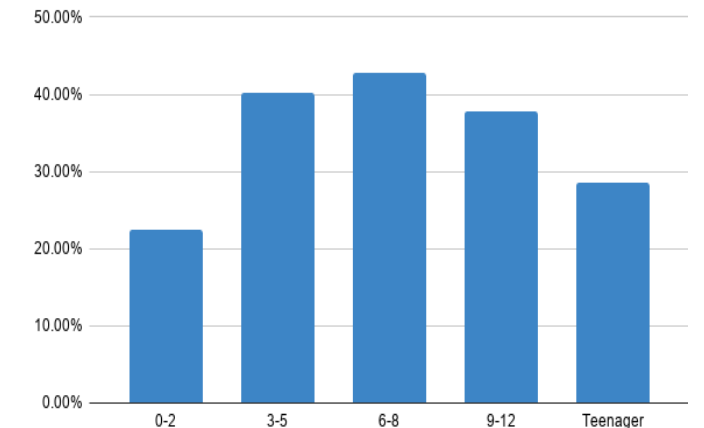
82% Women, 18% Men



Ages of Our Readers



Ages of Our Readers' Kids



CONTACT : Tara Giddings | 585-633-8400 x705 | tara@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 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 below the leaderboards with the text "TOP AD".
- VIDEO AD:** A large blue box on the left with the text "VIDEO AD" and "Supply YouTube / Vimeo embed code or MP4 / MOV file".
- SQUARE AD:** A purple box on the right with the text "SQUARE AD".
- FEATURED EVENTS:** A section below the ads featuring "VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE at the DoSeum Ages 5-11" and "Horsin' Around at Lollypop Farm".
- TODAY'S EVENTS:** A list of events on the right side of the page.

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.



SEATTLE

CONTACT : Tara Giddings | 585-633-8400 x705 | tara@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](#)



SEATTLE

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 search bar and a list of filters: 'FREE', 'LOCAL EVENTS', 'LOCAL LISTS', 'LEARNING & PLAYING DURING COVID', 'ROC FAVS', and 'WEEKLY E-NEWSLETTER'. 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 large green graphic of a cornfield. The 'Stokoe Farms' result features a colorful graphic with '200 Years of Farming & Heritage'. Below these, there are more results for 'Wickham Farms', 'Bauman's Farm Market', 'Chase Farms', and 'Pully's Farm Market'. A green callout box with a white checkmark is overlaid on the right side of the screenshot, containing 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 : Tara Giddings | 585-633-8400 x705 | tara@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

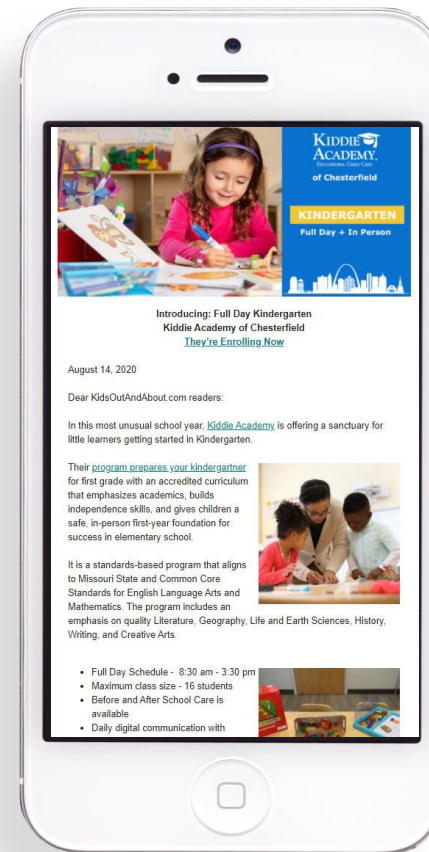
Link to your event on
KOOA calendar:
\$40/week

✓ 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 19.9%, 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](#)



SEATTLE

CONTACT : Tara Giddings | 585-633-8400 x705 | tara@kidsoutandabout.com

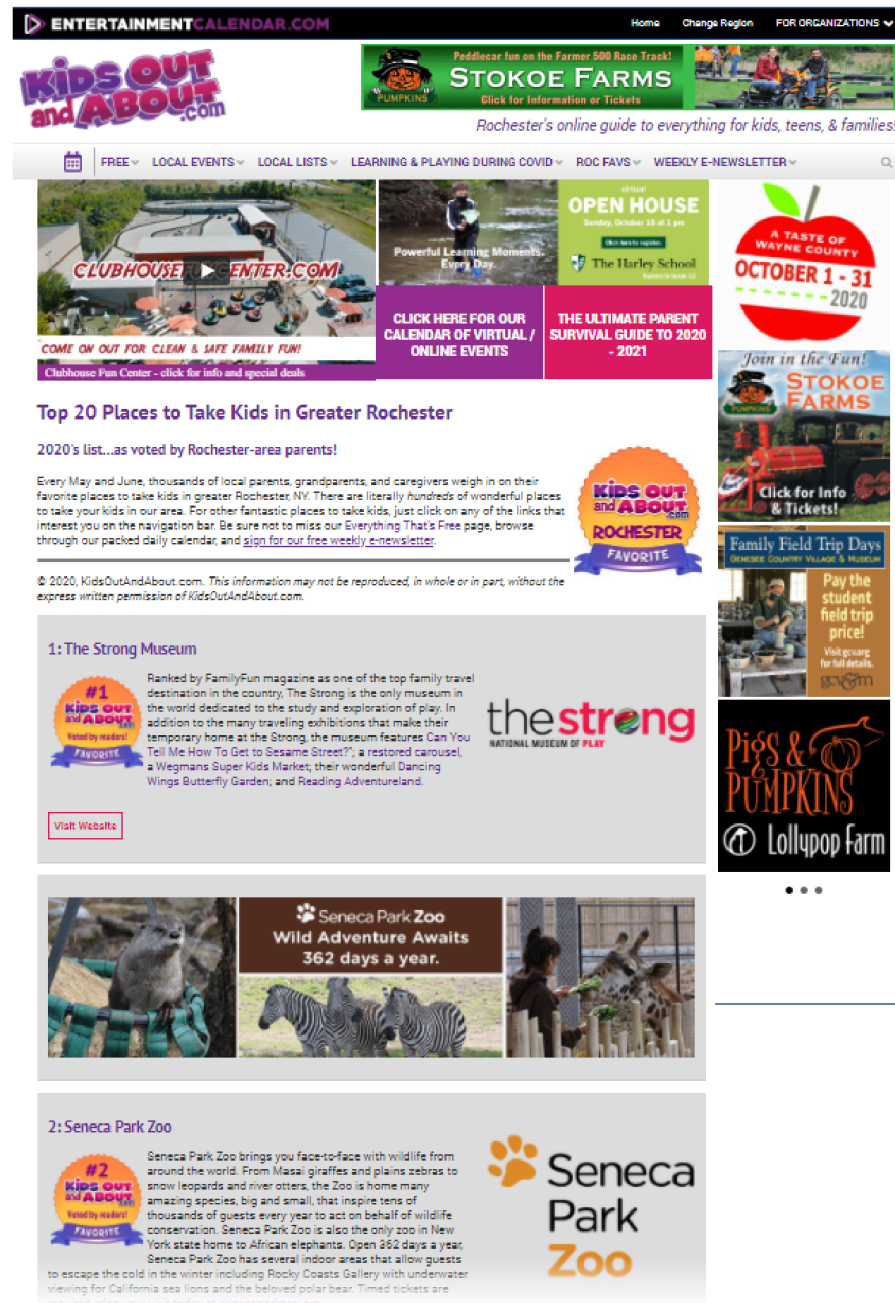
Advertising Option

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.



SEATTLE



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

CONTACT : Tara Giddings | 585-633-8400 x705 | tara@kidsoutandabout.com

THANK YOU



Connect with us

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

CONTACT :

Tara Giddings

585-633-8400 x705

tara@kidsoutandabout.com

“

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

– Stokoe Farms,
Scottsville, NY

”

**KIDS OUT
and ABOUT
.com**

SEATTLE