

SUMMER 2025 MEDIA KIT

CONTACT:

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

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

INLAND EMPIRE

 BeyondtheNest.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



INLAND EMPIRE

Share your story With Our Audience



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

INLAND EMPIRE

Reader Demographics



Unique Visitors

150,000 unique visitors / year



Pageviews

400,000 pageviews / year



Newsletter

16,000 opt-in subscribers receive weekly e-newsletters



Demographics

85% parents

15% grandparents

82% women

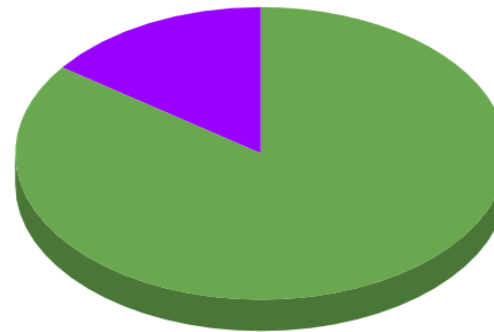


INLAND EMPIRE

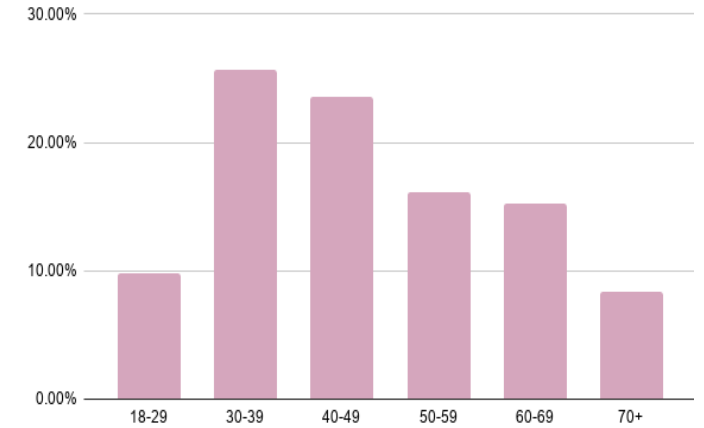


Our Readers:

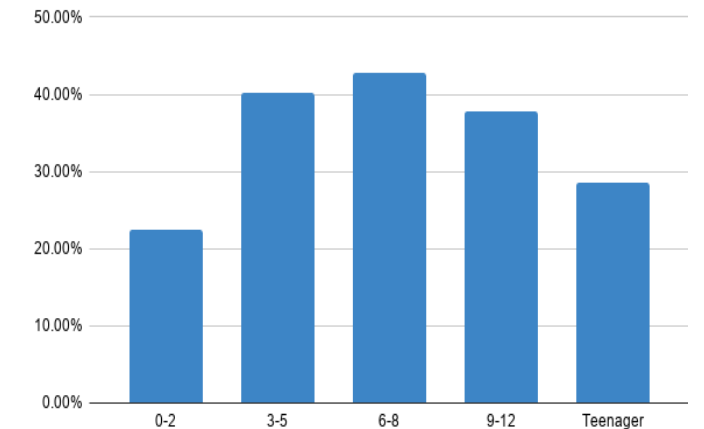
82% Women, 18% Men



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 Kids Out and About website interface. At the top, there's a navigation bar with 'FREE', 'LOCAL EVENTS', 'LOCAL LISTS', 'LEARNING & PLAYING DURING COVID', 'ROC FAVS', and 'WEEKLY E-NEWSLETTER'. Below this, there are several ad placements:

- 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 with the text 'TOP AD'.
- SQUARE AD:** A purple box with the text 'SQUARE AD'.
- ZIP BRISTOL MOUNTAIN AERIAL ADVENTURES:** A green box with an image of a family and the text 'SCHOOL YEAR 2020 - 2021: The Ultimate Parent Survival Guide'.
- 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 8 events including 'Free Online Yoga Classes', 'FIRST DAY OF BROADWAY TEACHES KIDS! Fall Semester', and 'Auditions for Halloween'.
- SQUARE AD:** A purple box with the text 'SQUARE AD'.
- HORSIN' AROUND:** A section with a horse image 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: \$3000/month
Shared space: \$1500/month

SQUARE ADS (250 X 250 PIXELS):

\$100/20,000 impressions. Typical is 40,000; max 60,000.



INLAND EMPIRE

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](#)



INLAND EMPIRE

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 graphic, and contact information. 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 points to the Stokoe Farms listing, 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.

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



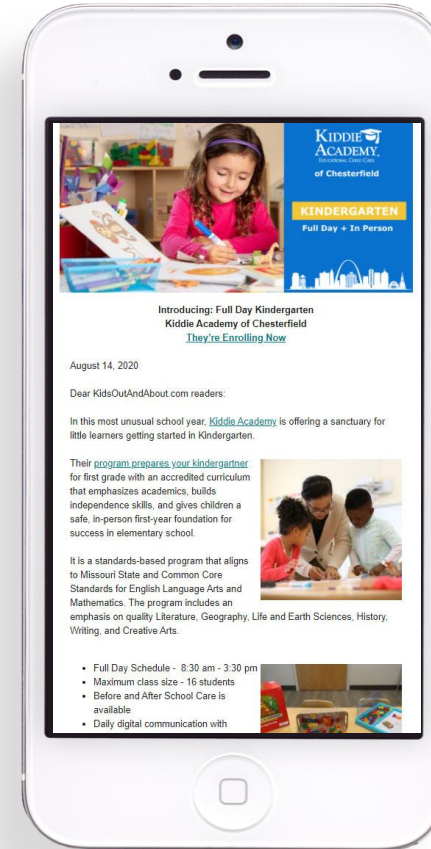
✓ SAVE THE DATE

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 33%-37%, 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

INLAND EMPIRE

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

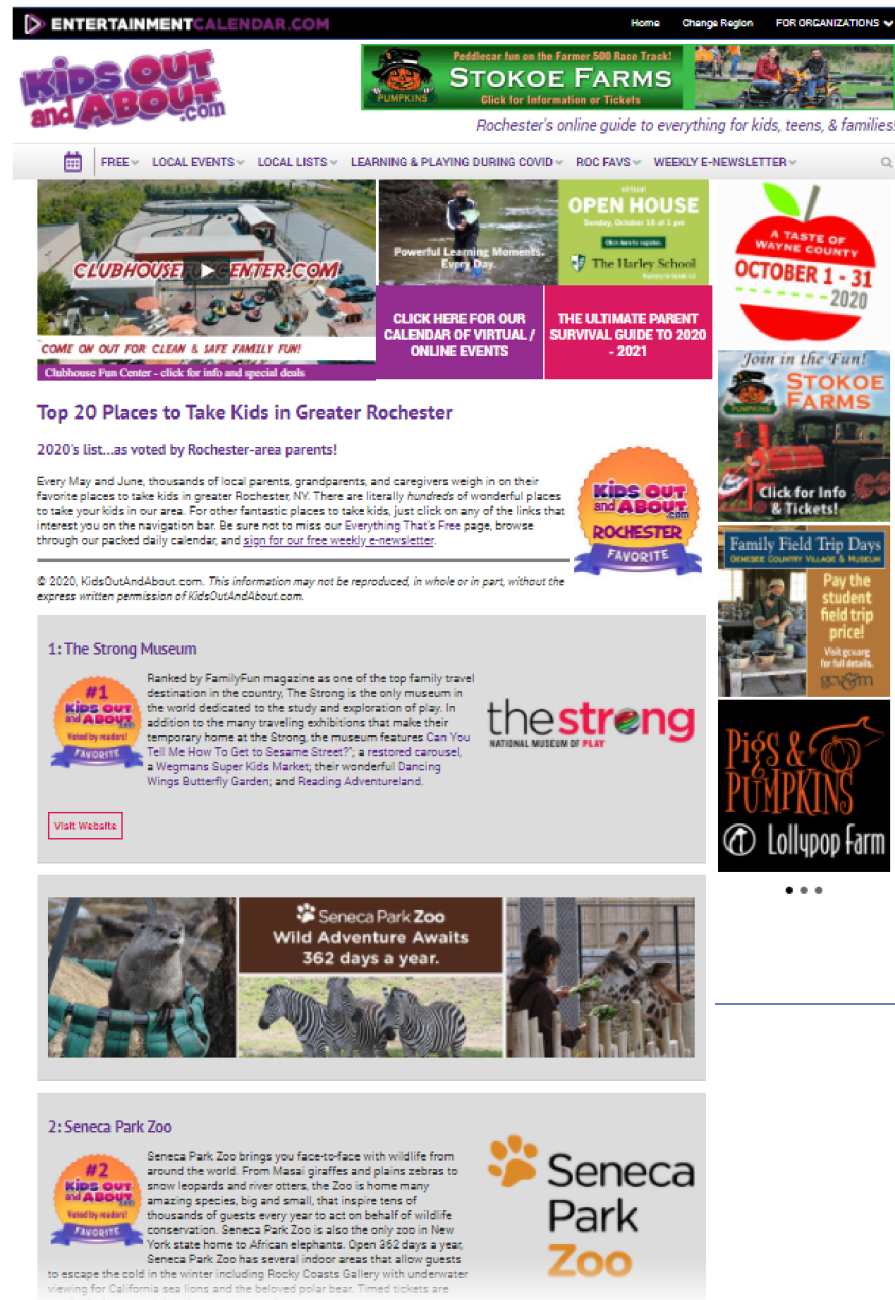
Advertising Option

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.



INLAND EMPIRE



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 –
KOAA sent us 73% of the
traffic we received from
referring websites!

– Stokoe Farms,
Scottsville, NY

”

**KIDS OUT
and ABOUT**
.com

INLAND EMPIRE