



# 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
- 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



## Share your story With Our Audience



**CONTACT :** Michael Galvin | 585-633-8400 x715 | [michael@kidsoutandabout.com](mailto:michael@kidsoutandabout.com)

# WESTCHESTER Demographics



## Unique Visitors

225,000 unique visitors / year



## Pageviews

600,000 pageviews / year



## Newsletter

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



## Demographics

85% parents

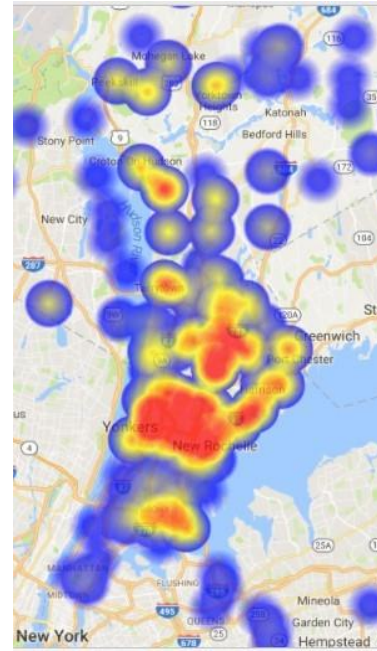
15% grandparents

82% women

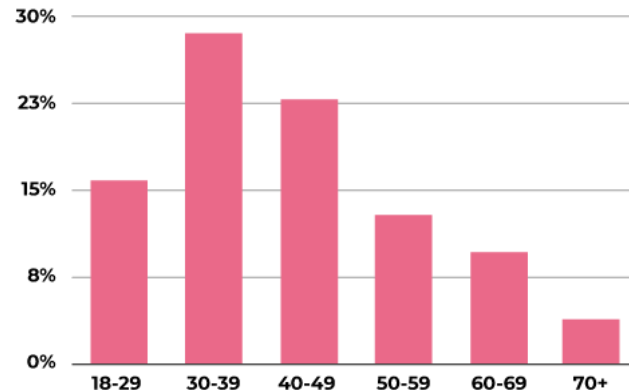


WESTCHESTER

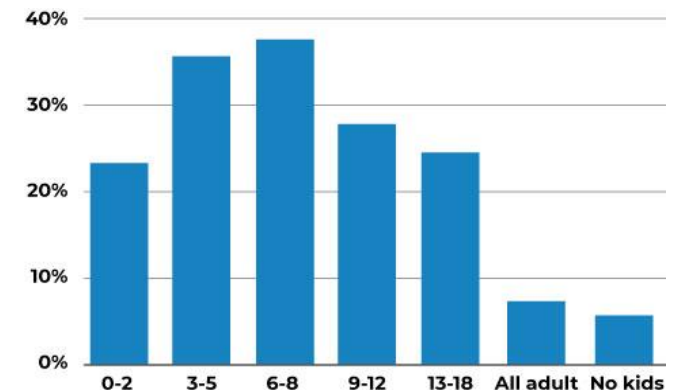
## Where Readers Live



## Ages of Our Readers



## 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.



WESTCHESTER

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".
- CALENDAR:** A calendar for September 2020 with the date 14th highlighted.
- FEATURED EVENTS:** A section with a "ZIP" logo and a photo of a family, with the text "SCHOOL YEAR 2020 - 2021: The Ultimate Parent Survival Guide".
- TODAY'S EVENTS:** A list of events including "Free Online Yoga Classes", "FIRST DAY OF BROADWAY TEACHES KIDS! Fall Semester", "Teen 'Zine: A Call for Submissions!", "Pack 48, Lego Pinewood Derby Races", "Keegan PLAY-RAH-KA Virtual Theatre Program", and "Auditions for Halloween".
- THE DO SEUM:** A section for "VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE at the DoSeum Ages 5-11" with a "Learn More" button.
- HORSIN' AROUND:** A section for "Horsin' Around at Lollypop Farm" with a "Learn More" button.

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# 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.

# 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.



The screenshot shows the website interface for Kids Out and About. At the top, there's a navigation bar with 'ENTERTAINMENTCALENDAR.COM', 'Home', 'Change Region', and 'FOR ORGANIZATIONS'. Below that is a banner for 'STOKOE FARMS' with a 'Pumpkins' theme. The main content area features a grid of event cards, including 'CLUBHOUSE ENTER.COM', 'OPEN HOUSE' at The Harley School, and 'A TASTE OF WAYNE COUNTY'. A central section titled 'Top 20 Places to Take Kids in Greater Rochester' lists '2020's list...as voted by Rochester-area parents!'. The first entry is '1: The Strong Museum', which is ranked #1 by FamilyFun magazine. Below this, there's a section for 'Seneca Park Zoo' with a 'Wild Adventure Awaits 362 days a year.' banner. The second entry is '2: Seneca Park Zoo', which is ranked #2 by FamilyFun magazine. The website also features various promotional banners for 'Pigs & Pumpkins' and 'Family Field Trip Days'.

# Maximize Your Advertising

Google places to take kids in Westchester 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

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# Advertising Option Content Advertising

## ✓ CONTENT AD

Get up to 110 words plus a square graphic and links (e.g., orthodontists, indoor play centers, etc.): \$400/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](#)



WESTCHESTER

Home Change Region FOR ORGANIZATIONS

**KIDS OUT and ABOUT.com**

Rochester's online guide to everything for kids, teens, & families!

FREE LOCAL EVENTS LOCAL LISTS LEARNING & PLAYING DURING COVID ROC FAVS WEEKLY E-NEWSLETTER

Visit Website

**Long Acre Farms**

The Amazing Maize Maze at Long Acre Farms is much more than a walk through the corn. It is a 5 acre game with 2 1/2 miles of paths, music piped throughout, 2 bridges, a tower, 12 hidden mailboxes, 12 "Kernels of Knowledge", and of course groups of people having fun. The Amazing Maize Maze and Fall Activities. It is free to come on the farm, play on the pirate ship, giant tires, and train. Open for the season ~ Hours of operation : 10:00am - 8:00p daily. Corn Maze, Animal Tracks Maze open Saturdays and Sundays from 10:00am - 6:00p (last entry into the maze is 4:00p), Cow Train and Hay Rides - Saturdays and Sundays 11:00am - 5:00p Starting September 21st we will be running Moonlight Mazes every Friday and Saturday night from September 21s - October 26th. Tickets are sold from 6:00p -9:00p with last entry into the maze at 9:00pm/maze closes at 11p

LONG ACRE FARMS

1342 Eddy Rd., Macedon, NY 14502 | 315.986.4202

Visit Website Directions

**Stokoe Farms**

Stokoe Farms has good, old-fashioned family fun on the farm, especially in fall with their pumpkin patch and harvest fest. Later, Christmas trees! A low-cost, noncommercial way to spend an afternoon creating wonderful fall memories with your family.

Bring the whole family out to play on over 35 exciting activities; soar down the bee zip line, explore the custom corn maze, race around the pedal kart track, and jump on the two bounce pillows. Don't forget to take a hayride to the pumpkin patch for that perfect pumpkin!

Stokoe Farms

656 South Rd, Scottsville, NY | (585) 889-0770

Visit Website Directions

**Wickham Farms**

We have a new, bigger home (1315 Sweets Corners Rd, Penfield) where we can provide even more top-notch family fun. Our new one-price Barnyard Admission includes a jumping pillow, jumping pad (for the little ones), train rides, corn mazes, mini golf, rubber duck races, a corn pit, combine slide, hayrides (weekends only), and so much more! We serve farm fresh meals , frozen custard, kettle corn and fresh baked cookies, donuts, and fudge.

1315 Sweets Corners Road  
Penfield, NY, 14526  
Phone: (585) 377-FARM (3276)  
43° 9' 8.2152" N, 77° 25' 44.0652" W  
See map: Google Maps

**Bauman's Farm Market**

**Chase Farms**

**Long Acre Farms**

**Pully's Farm Market**

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



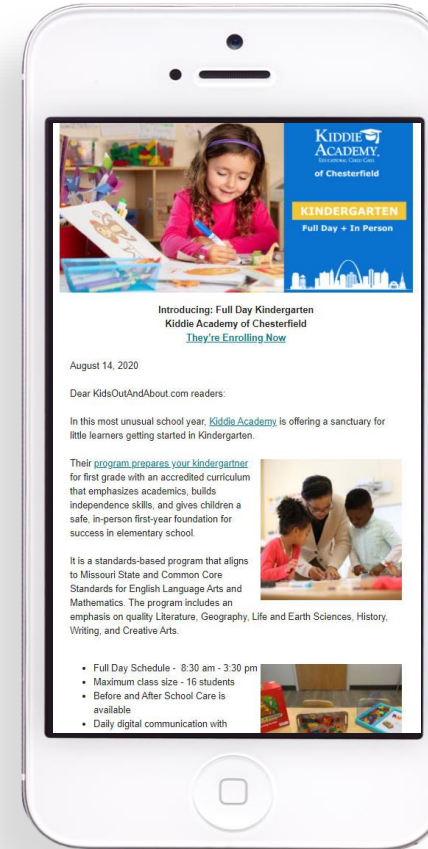
### ✓ SAVE THE DATE

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 39%-45%, 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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# THANK YOU

Connect with us  
**to get started!**



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**KIDS OUT  
and ABOUT**  
com

WESTCHESTER

“

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

– *Stokoe Farms,*  
*Scottsville, NY*

”