

Spring 2024 MEDIA KIT

SALES REPRESENTATIVE:

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**KIDS OUT
and ABOUT**
INDIANAPOLIS

 **BeyontheNest.com**

 **ENTERTAINMENTCALENDAR.COM**

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
- 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



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and ABOUT.com**



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Demographics



Unique Visitors

275,000 unique visitors / year



Pageviews

800,000 pageviews / year



Newsletter

18,000 opt-in subscribers receive weekly e-newsletters



Demographics

85% parents

15% grandparents

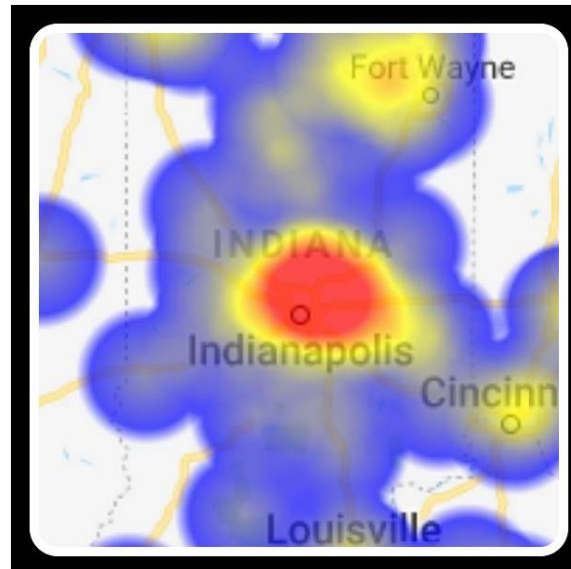
82% women



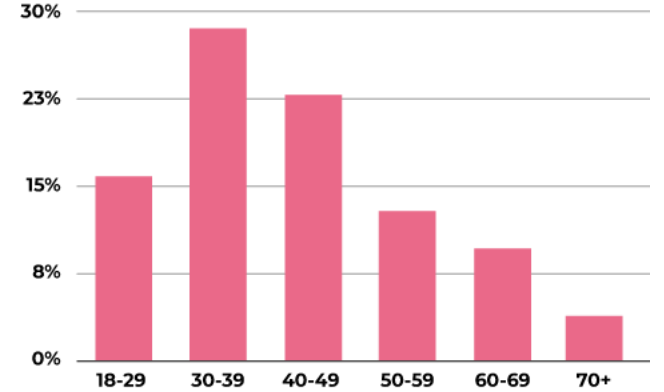
INDIANAPOLIS



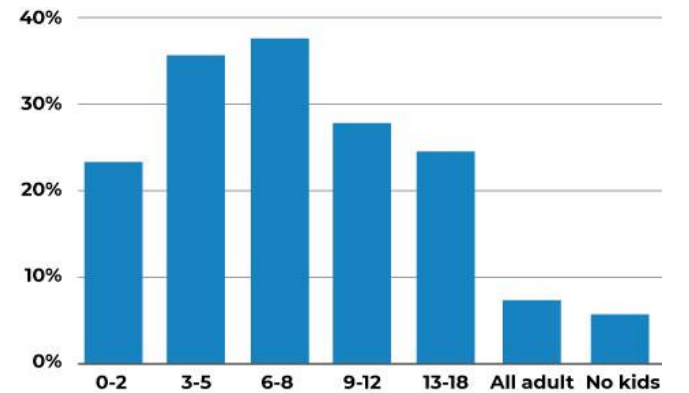
Where Readers Live



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.



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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 leaderboard ad with the text "TOP AD".
- VIDEO AD:** A large blue rectangular area with the text "VIDEO AD" and "Supply YouTube / Vimeo embed code or MP4 / MOV file".
- SQUARE AD:** A purple square area with the text "SQUARE AD".
- CALENDAR:** A calendar for September 2020 with the date 14th highlighted.
- FEATURED EVENTS:** A section with a "THE DO SEUM" logo and a description of a virtual camp.
- 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 square area with the text "SQUARE AD" and "HORSIN' AROUND" logo.

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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 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](#)



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The screenshot shows the website interface with a navigation bar at the top. Below the navigation, there are several organization listings. Each listing includes a title, a brief description, a 'Visit Website' button, and a 'Directions' button. A callout box with a green background and white text points to the listings, 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.

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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



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✓ SAVE THE DATE

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

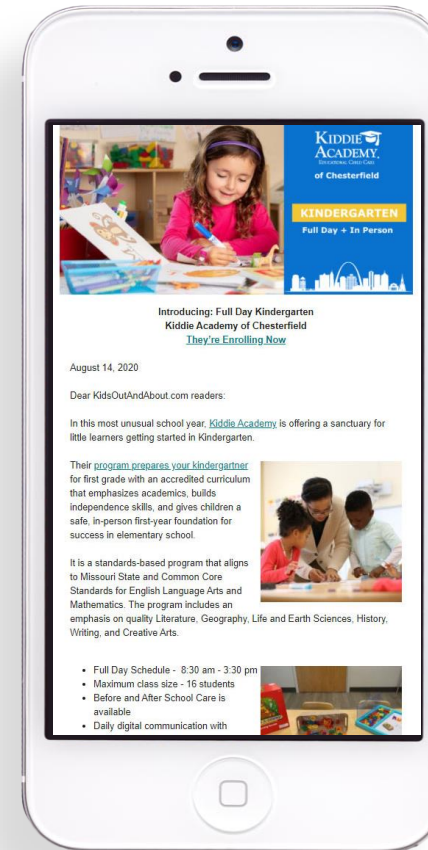
✓ IMAGE AD

Square ad (250 x 250)
or leaderboard-sized
ad (728 x 90):
\$200/week

[SAMPLE NEWSLETTER](#)

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Our average weekly e-newsletter read rate is 32%-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](#)

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 with a navigation bar at the top. The main content area is titled 'Top 20 Places to Take Kids in Greater Rochester' and lists '2020's list...as voted by Rochester-area parents!'. It features several promotional banners and a 'Kids Out and About' badge. The first entry is '1: The Strong Museum', and the second is '2: Seneca Park Zoo'.

Maximize Your Advertising

Google places to take kids in Indianapolis 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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THANK YOU

Connect with us
to get started!



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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

”