

SUMMER 2024 MEDIA KIT



SALES REPRESENTATIVE:
Alecia Romano | 585-633-8400 x704
alecia@kidsoutandabout.com

**KIDS OUT
and ABOUT**.com
INDIANAPOLIS

BeyondtheNest.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



**KIDS OUT
and ABOUT.com**



CONTACT: Alecia Romano | 585-633-8400 x704 | alecia@kidsoutandabout.com

INDIANAPOLIS

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

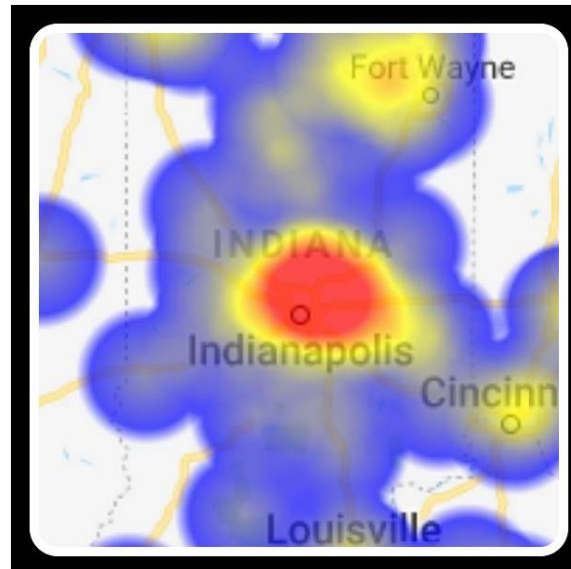
82% women



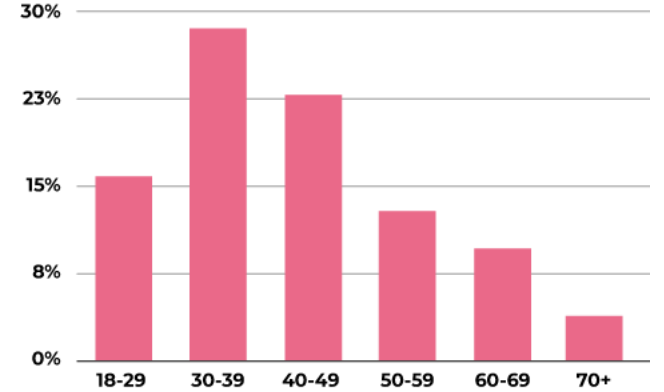
INDIANAPOLIS



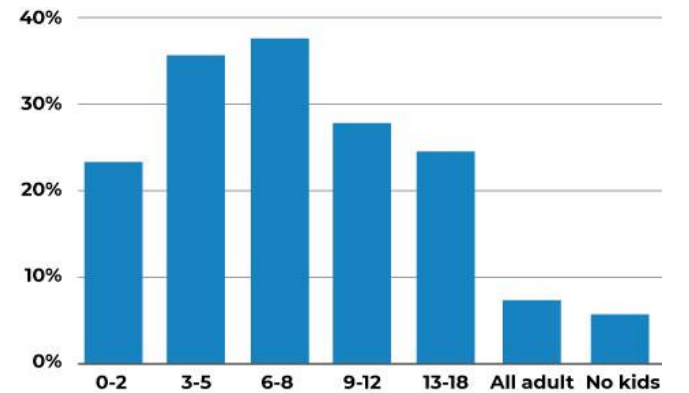
Where Readers Live



Ages of Our Readers



Our Readers' Kids



CONTACT: Alecia Romano | 585-633-8400 x704 | alecia@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.



INDIANAPOLIS

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

VIDEO AD
Supply YouTube / Vimeo embed code or MP4 / MOV file

TOP AD
CLICK HERE FOR OUR CALENDAR OF VIRTUAL / ONLINE EVENTS THE ULTIMATE PARENT SURVIVAL GUIDE TO 2020 - 2021

SQUARE AD
SCHOOL YEAR 2020 - 2021: The Ultimate Parent Survival Guide

FEATURED EVENTS

THE DO SEUM
MINDS AT PLAY
VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE at the DoSeum Ages 5-11
Time for slime! In this virtual camp, we will get messy and learn about material science as we discover the many methods of slime creation! This hands-on and experiment-filled camp takes a kid's natural love of slime to the next level.
10/12/2020 9-3:30
Learn More

ONLINE ONLY
2800 Broadway
San Antonio, TX, 78209 United States
See map: Google Maps
(210) 212-4453

TODAY'S EVENTS

1. Free Online Yoga Classes
2. Free Online Yoga Classes
3. FIRST DAY OF BROADWAY TEACHES KIDS! Fall Semester
4. Teen 'Zine: A Call for Submissions!
5. Teen 'Zine: A Call for Submissions!
6. Pack 48, Lego Pinewood Derby Races
7. Keegan PLAY-RAH-KA Virtual Theatre Program
8. Auditions for Halloween

SQUARE AD
HORSIN' AROUND
Circle up, horse lovers, and register for Horsin' Around at Lollypop Farm today! Horsin' Around is an interactive family-friendly program for folks of all ages. Participants will join Lollypop Farm Equine Manager Steve Stevens here on the farm and learn all about our equine friends! With the guidance of our equine team, you will get to know horses at Lollypop Farm and learn all about their behavior, diets, and the meaning of natural horsemanship.
09/20/2020
09/27/2020
10/04/2020
Show more dates
1:00-2:00 PM
Learn More

CONTACT: Alecia Romano | 585-633-8400 x704 | alecia@kidsoutandabout.com

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](#)



INDIANAPOLIS

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.

CONTACT: Alecia Romano | 585-633-8400 x704 | alecia@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



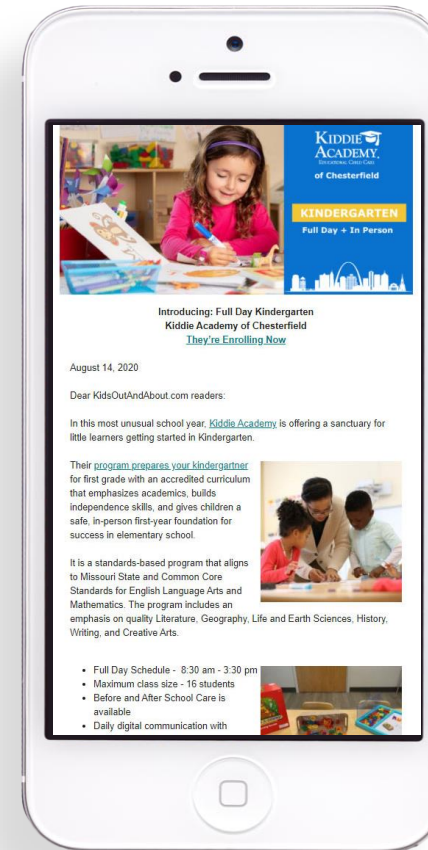
✓ SAVE THE DATE

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 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](#)

**KIDS OUT
and ABOUT**.com

INDIANAPOLIS

CONTACT: Alecia Romano | 585-633-8400 x704 | alecia@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.



ENTERTAINMENTCALENDAR.COM Home Change Region FOR ORGANIZATIONS

KIDS OUT and ABOUT .com

Peddlecar fun on the Farmer 500 Race Track!
STOKOE FARMS
Click for Information or Tickets

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

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

CLUBHOUSE ENTER.COM
COME ON OUT FOR CLEAN & SAFE FAMILY FUN!
Clubhouse Fun Center - click for info and special deals

Powerful Learning Moments Every Day

OPEN HOUSE
Sunday, October 18 at 1 pm
The Harley School

A TASTE OF WAYNE COUNTY
OCTOBER 1 - 31 - 2020

Join in the Fun!
STOKOE FARMS
Click for Info & Tickets!

Family Field Trip Days
GENESE COUNTY VILLAGE & MUSEUM
Pay the student field trip price!
Visit group for full details.

Pigs & PUMPKINS
Lollipop Farm

Top 20 Places to Take Kids in Greater Rochester
2020's list...as voted by Rochester-area parents!

Every May and June, thousands of local parents, grandparents, and caregivers weigh in on their favorite places to take kids in greater Rochester, NY. There are literally hundreds of wonderful places to take your kids in our area. For other fantastic places to take kids, just click on any of the links that interest you on the navigation bar. Be sure not to miss our Everything That's Free page, browse through our packed daily calendar, and sign for our free weekly e-newsletter.

© 2020, KidsOutAndAbout.com. This information may not be reproduced, in whole or in part, without the express written permission of KidsOutAndAbout.com.

1: The Strong Museum
Ranked by FamilyFun magazine as one of the top family travel destination in the country, The Strong is the only museum in the world dedicated to the study and exploration of play. In addition to the many traveling exhibitions that make their temporary home at the Strong, the museum features Can You Tell Me How To Get to Sesame Street?, a restored carousel, a Wegmans Super Kids Market, their wonderful Dancing Wings Butterfly Garden, and Reading Adventureland.

the strong
NATIONAL MUSEUM OF PLAY

2: Seneca Park Zoo
Wild Adventure Awaits 362 days a year.

Seneca Park Zoo

2: Seneca Park Zoo
Seneca Park Zoo brings you face-to-face with wildlife from around the world. From Masai giraffes and plains zebras to snow leopards and river otters, the Zoo is home many amazing species, big and small, that inspire tens of thousands of guests every year to act on behalf of wildlife conservation. Seneca Park Zoo is also the only zoo in New York state home to African elephants. Open 362 days a year, Seneca Park Zoo has several indoor areas that allow guests to escape the cold in the winter including Rocky Coasts Gallery with underwater viewing for California sea lions and the beloved polar bear. Timed tickets are required. [Click for more info on 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

CONTACT: Alecia Romano | 585-633-8400 x704 | alecia@kidsoutandabout.com

THANK YOU

Connect with us
to get started!



CONTACT :

Alecia Romano

585-633-8400 x704

alecia@kidsoutandabout.com

KIDS OUT
and ABOUT
.com

INDIANAPOLIS

“

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

– Stokoe Farms,
Scottsville, NY

”