

SUMMER 2024 MEDIA KIT



CONTACT:

Angela Thompson | 585-633-8400 x714
angela@kidsoutandabout.com

**KIDS OUT
and ABOUT**.com
SAN ANTONIO

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



CONTACT: Angela Thompson | 585-633-8400 x714 | angela@kidsoutandabout.com

SAN ANTONIO

Demographics



Unique Visitors

425,000 unique visitors / year



Pageviews

1.5 million pageviews / year



Newsletter

21,000 opt-in subscribers receive weekly e-newsletters



Demographics

85% parents

15% grandparents

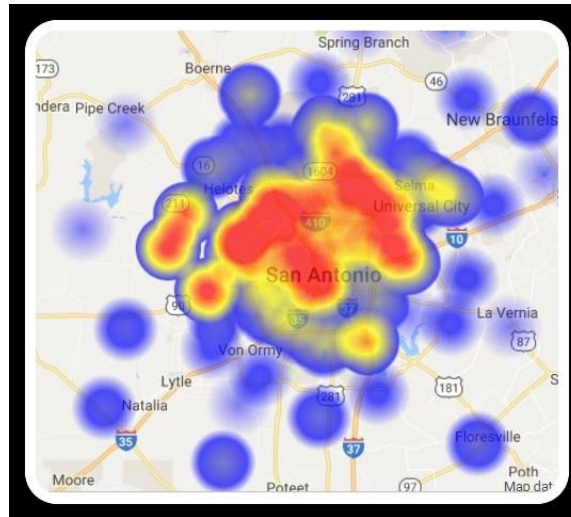
82% women



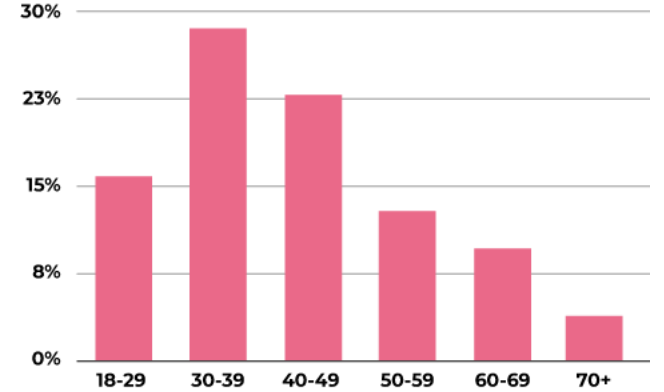
SAN ANTONIO



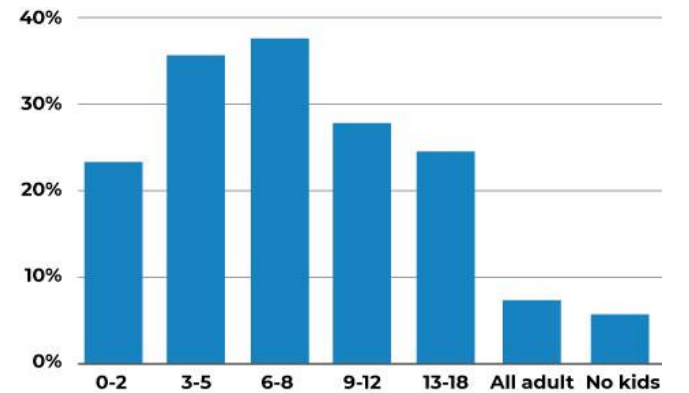
Where Readers Live



Ages of Our Readers



Our Readers' Kids



CONTACT: Angela Thompson | 585-633-8400 x714 | angela@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.



SAN ANTONIO

The screenshot shows the website layout with several ad placements:

- LEADERBOARD AD:** Located at the top right, above the calendar.
- TOP AD:** Located below the Leaderboard Ad, containing two text-based ad spots.
- VIDEO AD:** A large blue box on the left side of the page.
- SQUARE AD:** A purple box on the right side of the page.
- FEATURED EVENTS:** A section below the calendar 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: \$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.

CONTACT: Angela Thompson | 585-633-8400 x714 | angela@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](#)



The screenshot shows the website interface with a navigation bar at the top containing links like 'FREE', 'LOCAL EVENTS', 'LOCAL LISTS', 'LEARNING & PLAYING DURING COVID', 'ROC FAVS', and 'WEEKLY E-NEWSLETTER'. Below the navigation, there are search results for 'Long Acre Farms' and 'Stokoe Farms'. Each listing includes a title, a descriptive paragraph, a 'Visit Website' button, and a 'Directions' button. The 'Long Acre Farms' listing features a green circular logo with a field of corn. The 'Stokoe Farms' listing features a colorful logo with '200 Years of Farming & Heritage'. Below these, there is a listing for 'Wickham Farms' with a red barn logo. At the bottom of the screenshot, a list of other farms is visible: 'Bauman's Farm Market', 'Chase Farms', 'Long Acre Farms', and 'Pully's Farm Market'.



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.

Upgraded organizations receive 4-5 times the click-through rate of free listings.

CONTACT: Angela Thompson | 585-633-8400 x714 | angela@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



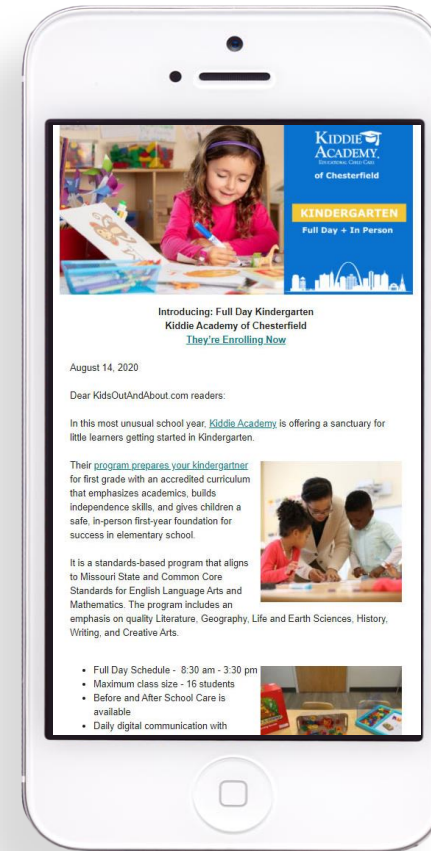
✓ SAVE THE DATE

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 28%-32%, 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](#)



CONTACT: Angela Thompson | 585-633-8400 x714 | angela@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.



Maximize Your Advertising

Google places to take kids in San Antonio 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 ~200,000 views

CONTACT: Angela Thompson | 585-633-8400 x714 | angela@kidsoutandabout.com

THANK YOU



Connect with us
to get started!

CONTACT :

Angela Thompson

585-633-8400 x714

angela@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

”