

# Spring 2024 MEDIA KIT

**SALES REPRESENTATIVE:**

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**KIDS OUT  
and ABOUT**  
.com

ANN ARBOR / DETROIT

 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



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## Share your story With Our Audience



100



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# ANN ARBOR / DETROIT METRO

## Demographics



### Unique Visitors

150,000 unique visitors / year



### Pageviews

700,000 pageviews / year



### Newsletter

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



### Demographics

85% parents

15% grandparents

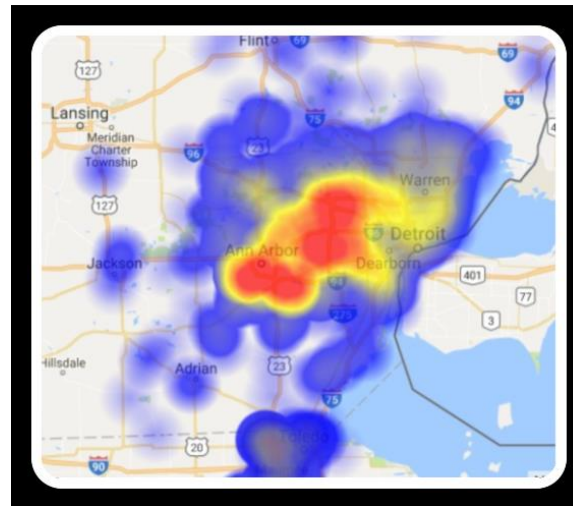
82% women



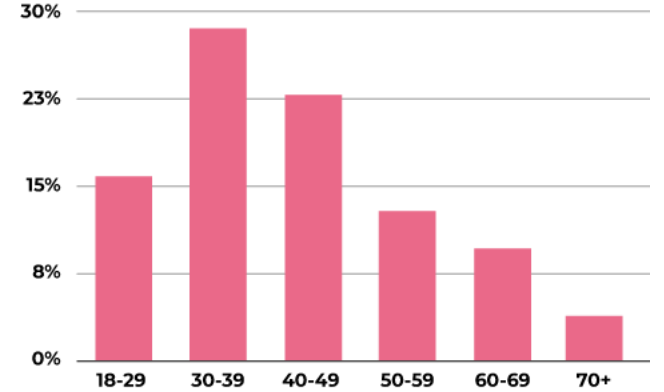
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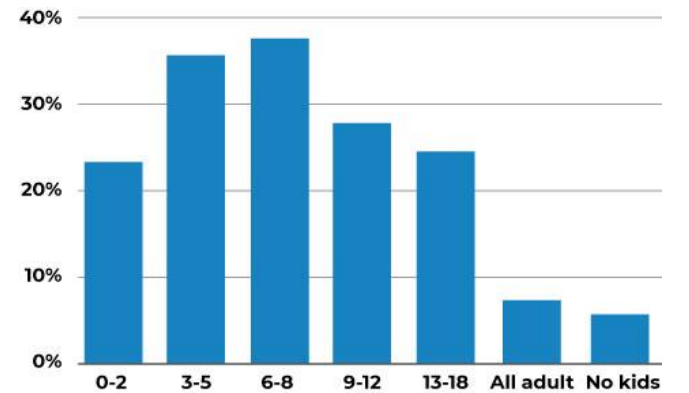
## Where Readers Live



## 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:** 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.
- ZIP AERIAL ADVENTURES:** A green box on the left side of the page.
- SCHOOL YEAR 2020 - 2021:** A central text-based ad.
- FEATURED EVENTS:** A section at the bottom left with event listings like 'VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE' and 'Horsin' Around at Lollypop Farm'.
- TODAY'S EVENTS:** A list on the bottom right.

# 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.

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# 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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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



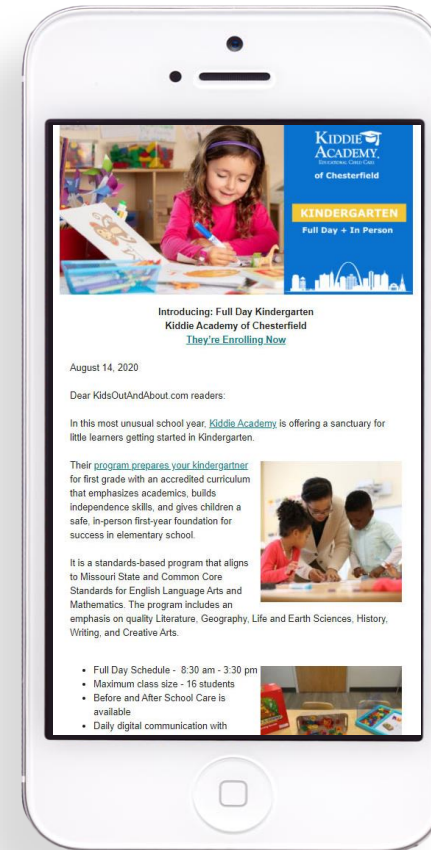
### ✓ SAVE THE DATE

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 32%-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](#)



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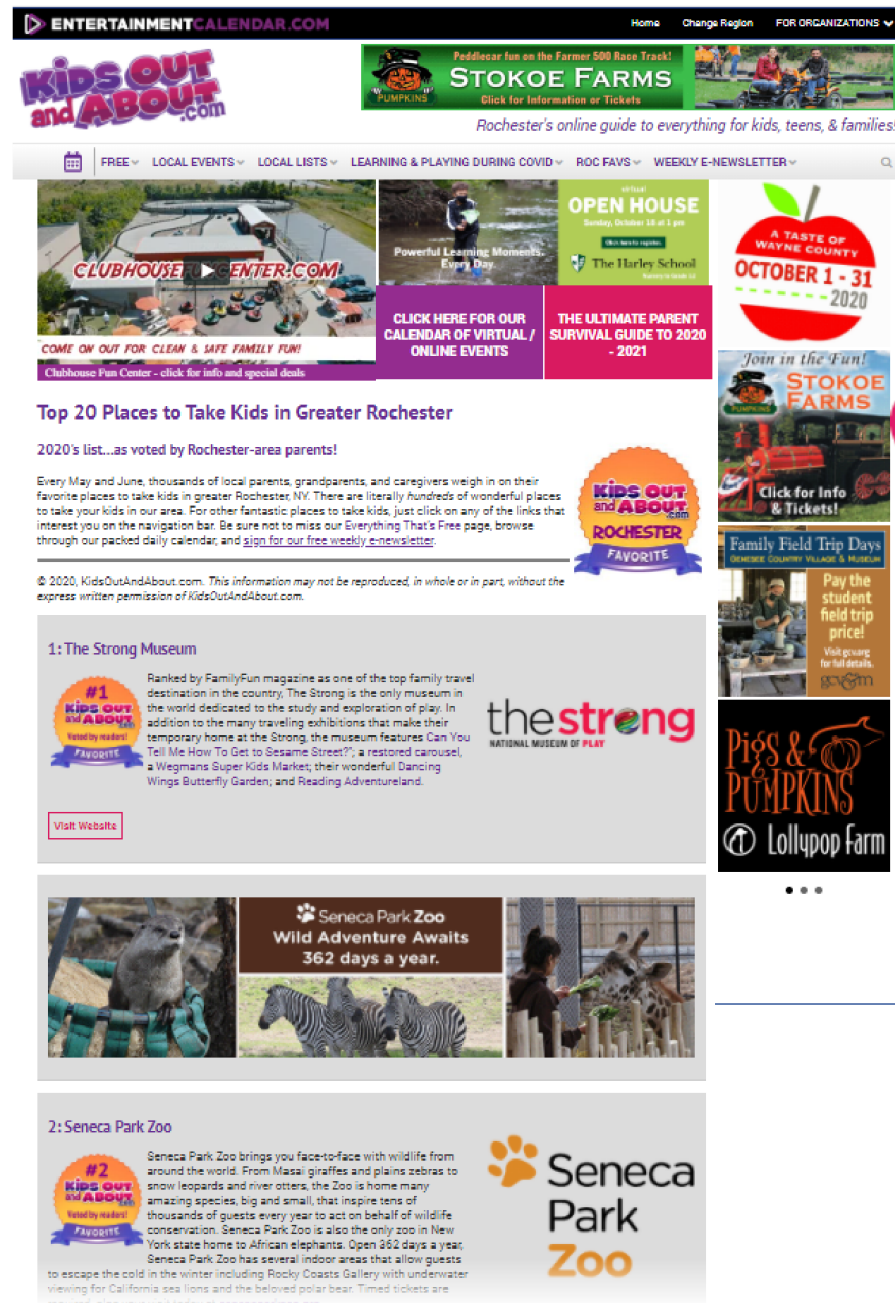
# Advertising Option

## 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.



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# Maximize Your Advertising

Google places to take kids in Ann Arbor / Detroit 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

# THANK YOU



Connect with us  
**to get started!**

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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

”