

SUMMER 2024 MEDIA KIT



SALES REPRESENTATIVE:
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**KIDS OUT
and ABOUT**.com
FAIRFIELD COUNTY

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



FAIRFIELD COUNTY

Share your story With Our Audience



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Fairfield County Demographics



Unique Visitors

225,000 unique visitors / year



Pageviews

800,000 pageviews / year



Newsletter

12,500 opt-in readers of our Fairfield County weekly e-newsletter



Demographics

85% parents

15% grandparents

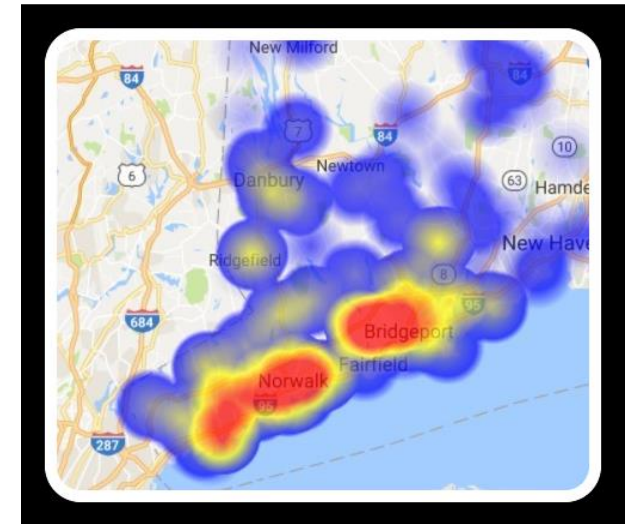
82% women



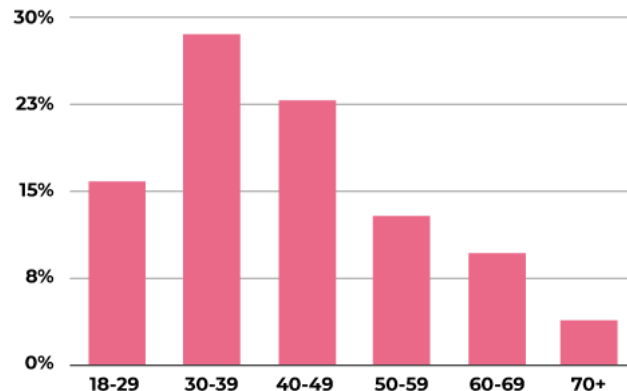
FAIRFIELD COUNTY



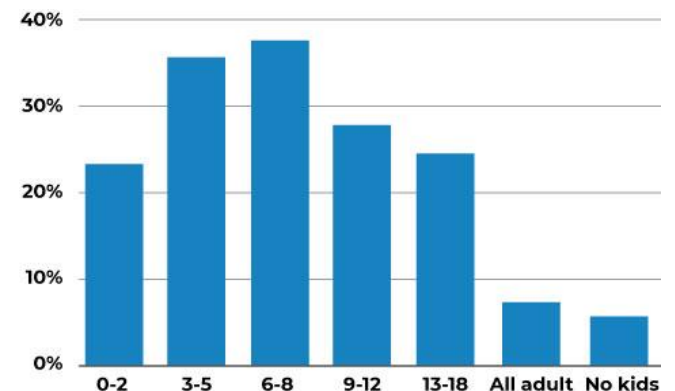
Where Readers Live



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.



FAIRFIELD COUNTY

The screenshot shows the website layout with several ad spots highlighted:

- 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, below the calendar.
- ZIP AD:** A green box on the left side, below the video ad.
- FEATURED EVENTS:** A section at the bottom with event listings like 'VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE' and 'Horsin' Around at Lollypop Farm'.
- TODAY'S EVENTS:** A list of events on the right side of the page.

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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](#)



FAIRFIELD COUNTY

The screenshot shows the website interface with a navigation bar at the top containing links like 'Home', 'Change Region', and 'FOR ORGANIZATIONS'. Below the navigation is a search bar and a list of organization cards. Each card includes a logo, a title, a brief description, and buttons for 'Visit Website' and 'Directions'. The cards shown are for Long Acre Farms, Stokoe Farms, Wickham Farms, Bauman's Farm Market, Chase Farms, Long Acre Farms, and Pully's Farm Market. A green callout box points to the top of the cards, 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



FAIRFIELD COUNTY

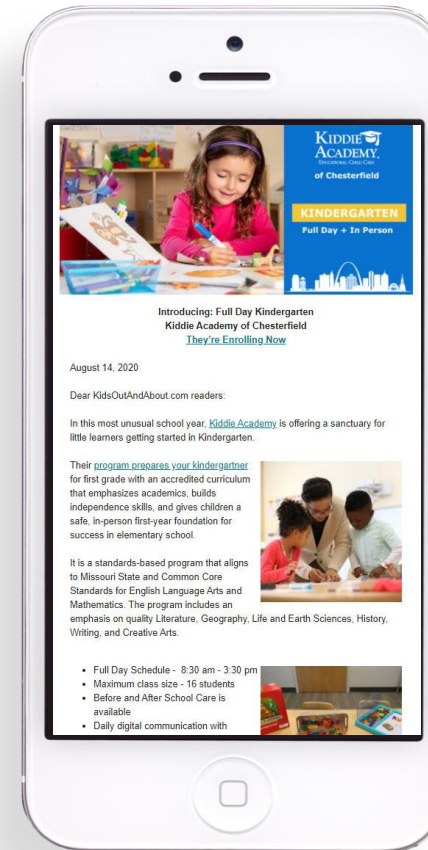
✓ SAVE THE DATE

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 35%-39%, 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.



The screenshot shows the website interface with a navigation bar at the top. The main content area features a grid of event advertisements for 'Clubhouse Enter.com', 'Stokoe Farms', and 'A Taste of Wayne County'. Below this is the 'Top 20 Places to Take Kids in Greater Rochester' section, which includes a '2020's list...as voted by Rochester-area parents!' and a list of ranked locations. The first entry is '1: The Strong Museum', which is ranked #1 and is a 'Kids Out and About Favorite'. The second entry is '2: Seneca Park Zoo', which is ranked #2 and is also a 'Kids Out and About Favorite'. The website footer includes a copyright notice for 2020 and a disclaimer.

Maximize Your Advertising

Google places to take kids in Fairfield County and you'll come right to 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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**KIDS OUT
and ABOUT**
com

FAIRFIELD COUNTY

“

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

– Stokoe Farms,
Scottsville, NY

”