

# SUMMER 2024 MEDIA KIT



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

TWIN CITIES

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



TWIN CITIES

## Share your story With Our Audience



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# MINNEAPOLIS – ST. PAUL

## Demographics



### Unique Visitors

250,000 unique visitors / year



### Pageviews

800,000 pageviews / year



### Newsletter

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



### Demographics

85% parents

15% grandparents

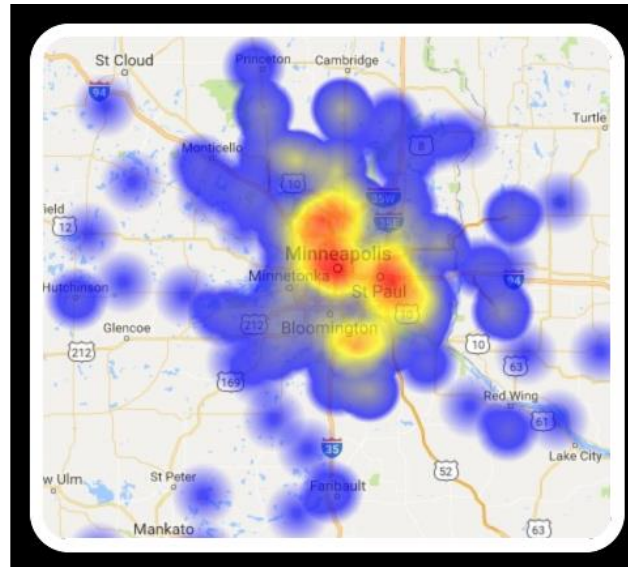
82% women



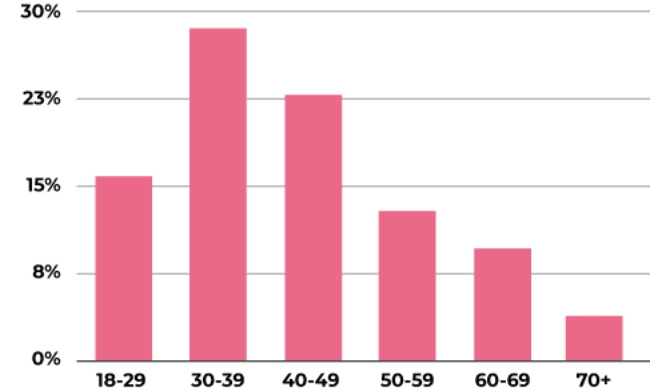
TWIN CITIES



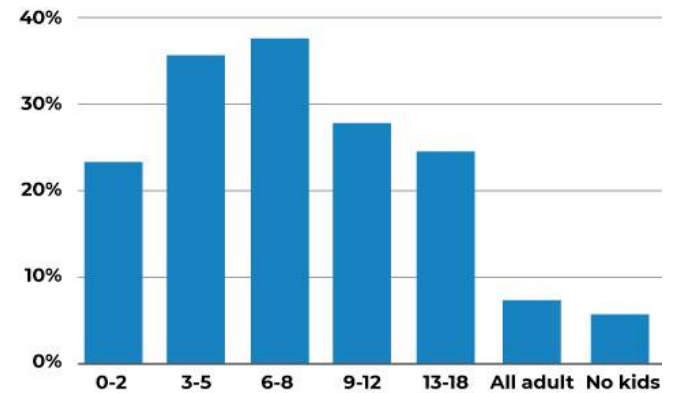
## Where Readers Live



## 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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**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

**HORSIN' AROUND**  
Horsin' Around at Lollypop Farm  
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

**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**

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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 containing links for Home, Change Region, and FOR ORGANIZATIONS. Below the navigation bar is a search bar and a list of categories: FREE, LOCAL EVENTS, LOCAL LISTS, LEARNING & PLAYING DURING COVID, ROC FAVS, and WEEKLY E-NEWSLETTER. The main content area displays several organization listings, each with a title, a brief description, a 'Visit Website' button, and a 'Directions' button. The listings include 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 on the right side of the screenshot contains the text: '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



MILWAUKEE

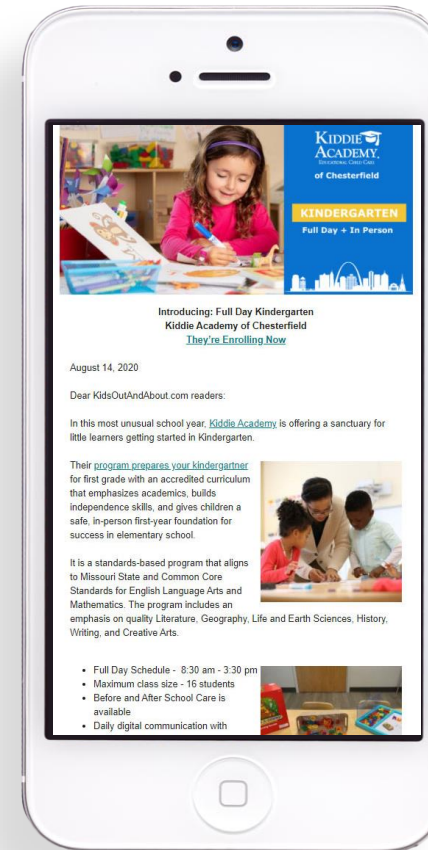
### ✓ SAVE THE DATE

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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**1: The Strong Museum**  
 Ranked by FamilyFun magazine as one of the top family travel destinations 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.

**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. [View more details at SenecaParkZoo.com](#)

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# Maximize Your Advertising

Google places to take kids in Minneapolis 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 ~120,000 views



# THANK YOU

Connect with us  
**to get started!**

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com

TWIN CITIES

“

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

– Stokoe Farms,  
Scottsville, NY

”