

WINTER 2025 MEDIA KIT

SALES REPRESENTATIVE:

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ANN ARBOR / DETROIT



Beyond the Nest.com



ENTERTAINMENT **CALENDAR**.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
- 12 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

**KIDS OUT
and ABOUT.com**

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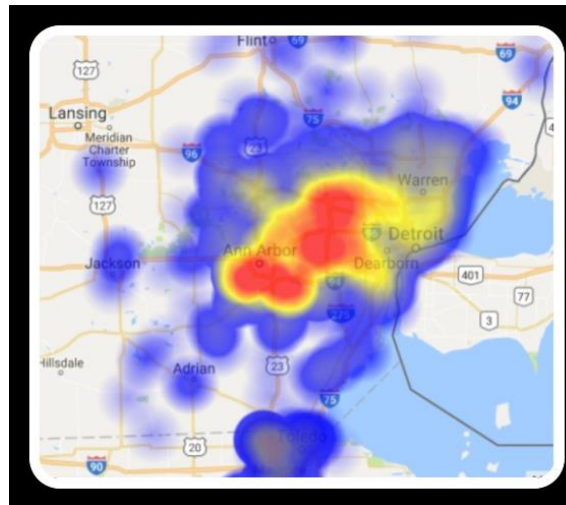
“

*KOAA is the only tried
and tested paid advertising
that we do anymore!*

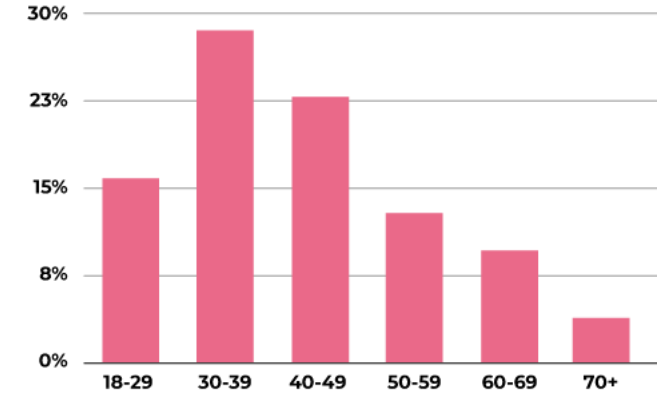
— Sensei Rob Kruchten
Eastside Martial Arts, Victor, NY

”

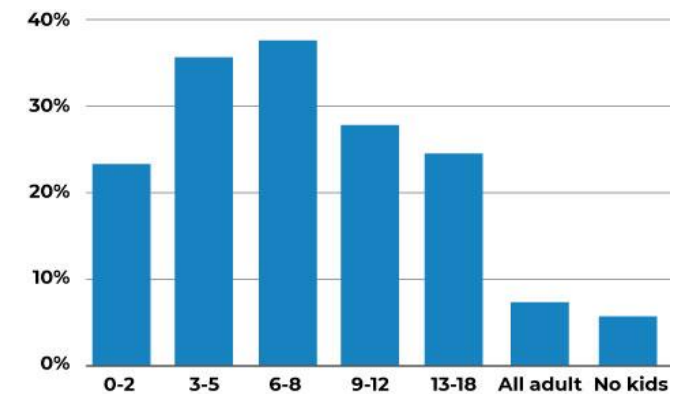
Where Readers Live



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 homepage of Kids Out and About .com. At the top is a green navigation bar with the site name and links for Home, Change Region, and For Organizations. Below this is a white header with a search bar and links for FREE, LOCAL EVENTS, LOCAL LISTS, LEARNING & PLAYING DURING COVID, ROC FAVS, and WEEKLY E-NEWSLETTER. The main content area is divided into several sections:

- VIDEO AD:** A large blue box with the text "VIDEO AD" and "Supply YouTube / Vimeo embed code or MP4 / MOV file".
- TOP AD:** An orange box with the text "TOP AD".
- SQUARE AD:** A purple box with the text "SQUARE AD".
- CALENDAR:** A calendar for September 2020 with dates 1 through 30.
- FEATURED EVENTS:** A section with a purple background and white text, featuring "THE DO SEUM" and "HORSIN' AROUND".
- TODAY'S EVENTS:** A list of events for the day, including "Free Online Yoga Classes", "FIRST DAY OF BROADWAY TEACHES KIDS! Fall Semester", "Teen 'Zine: A Call for Submissions!", "Teen 'Zine: A Call for Submissions!", "Pack 48, Lego Pinewood Derby Races", "Keegan PLAY-RAH-KA Virtual Theatre Program", and "Auditions for Halloween".

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](#)



ANN ARBOR / DETROIT

The screenshot shows the 'Kids Out and About' website. At the top is a navigation bar with links: Home, Change Region, FOR ORGANIZATIONS. Below the navigation bar is a banner for 'Stokoe Farms' with the text 'Peddlecar fun on the Farmer 500 Race Track!'. The main content area displays a list of organizations. Each listing includes a photo, the organization's name, a brief description, and a 'Visit Website' button. The organizations listed are Long Acre Farms, Stokoe Farms, Wickham Farms, Bauman's Farm Market, Chase Farms, and Pully's Farm Market. A green callout box on the right side of the screenshot states: '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



ANN ARBOR / DETROIT

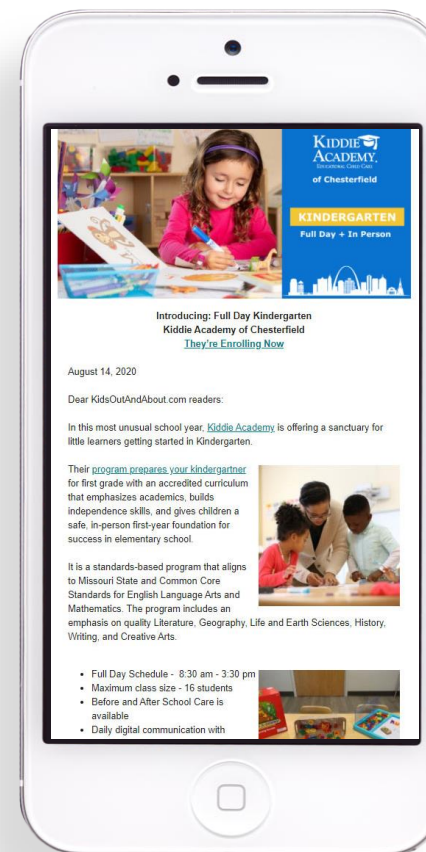
✓ SAVE THE DATE

Link to your event on
KOAA 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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A screenshot of the Kids Out and About website. The header includes the site name and navigation links. The main content area displays the 'Top 20 Places to Take Kids in Greater Rochester' for 2020. The first entry is '1: The Strong Museum', which is ranked by FamilyFun magazine as one of the top family travel destinations. The second entry is '2: Seneca Park Zoo', which brings visitors face-to-face with wildlife from around the world. The website also features various event listings and a 'Click for Info & Tickets!' button.

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

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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

”