

WINTER 2025 MEDIA KIT

SALES REPRESENTATIVE:

Alecia Romano | 585-633-8400 x704

alecia@kidsoutandabout.com



KANSAS CITY



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



Share your story With Our Audience



CONTACT : Alecia Romano | 585-633-8400 x704 | alecia@kidsoutandabout.com

KANSAS CITY

Demographics



Unique Visitors

200,000 unique visitors / year



Pageviews

1.1 million pageviews / year



Newsletter

22,000 opt-in subscribers receive weekly e-newsletters



Demographics

85% parents

15% grandparents

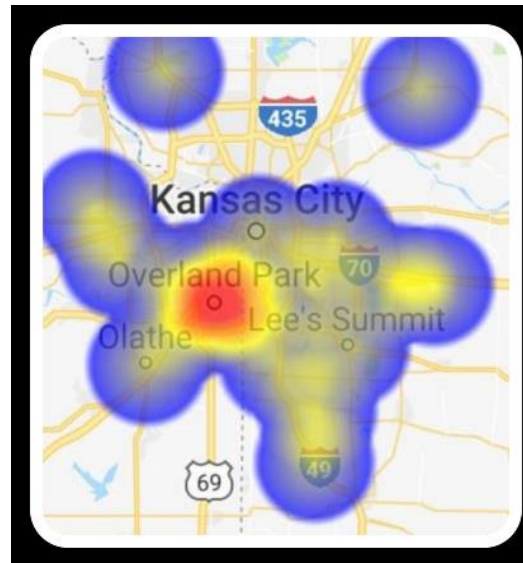
82% women

**KIDS OUT
and ABOUT.com**

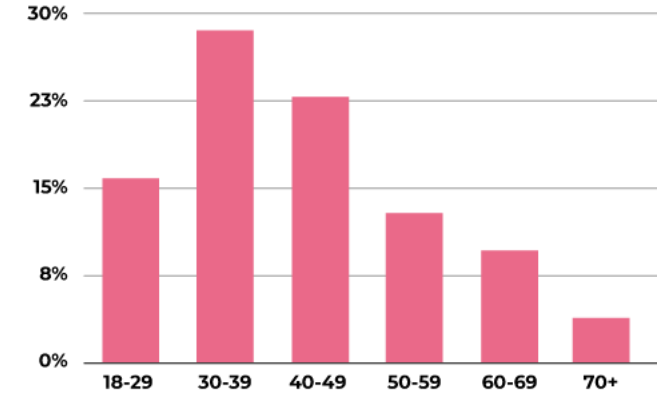
KANSAS CITY



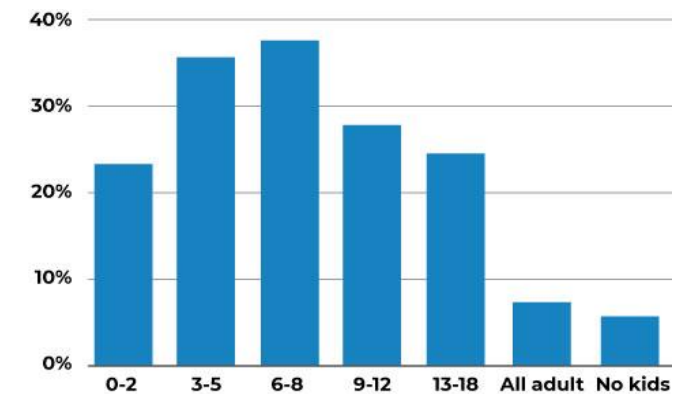
Where Readers Live



Ages of Our Readers



Our Readers' Kids



CONTACT : Alecia Romano | 585-633-8400 x704 | alecia@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.



KANSAS CITY

The screenshot shows the Kids Out and About website with several advertising spots highlighted:

- LEADERBOARD AD**: Located at the top right, above the calendar.
- TOP AD**: Located below the Leaderboard Ad, above the calendar.
- 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**: A green box on the left side of the page, below the Video Ad.
- THE DO SEUM**: A purple box on the left side of the page, below the ZIP box.
- HORSIN' AROUND**: A purple box on the left side of the page, below the Do Seum box.

The website also features a calendar for September 2020 and a list of events.

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 : Alecia Romano | 585-633-8400 x704 | alecia@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](#)



KANSAS CITY



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.

CONTACT : Alecia Romano | 585-633-8400 x704 | alecia@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



KANSAS CITY

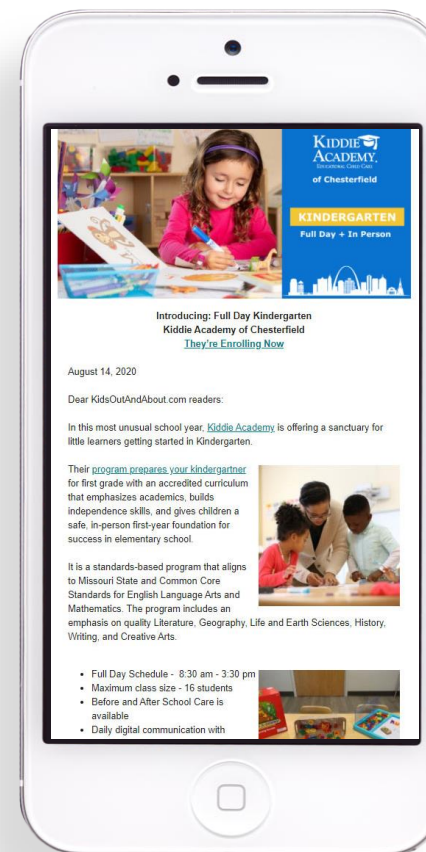
✓ SAVE THE DATE

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](#)

CONTACT : Alecia Romano | 585-633-8400 x704 | alecia@kidsoutandabout.com

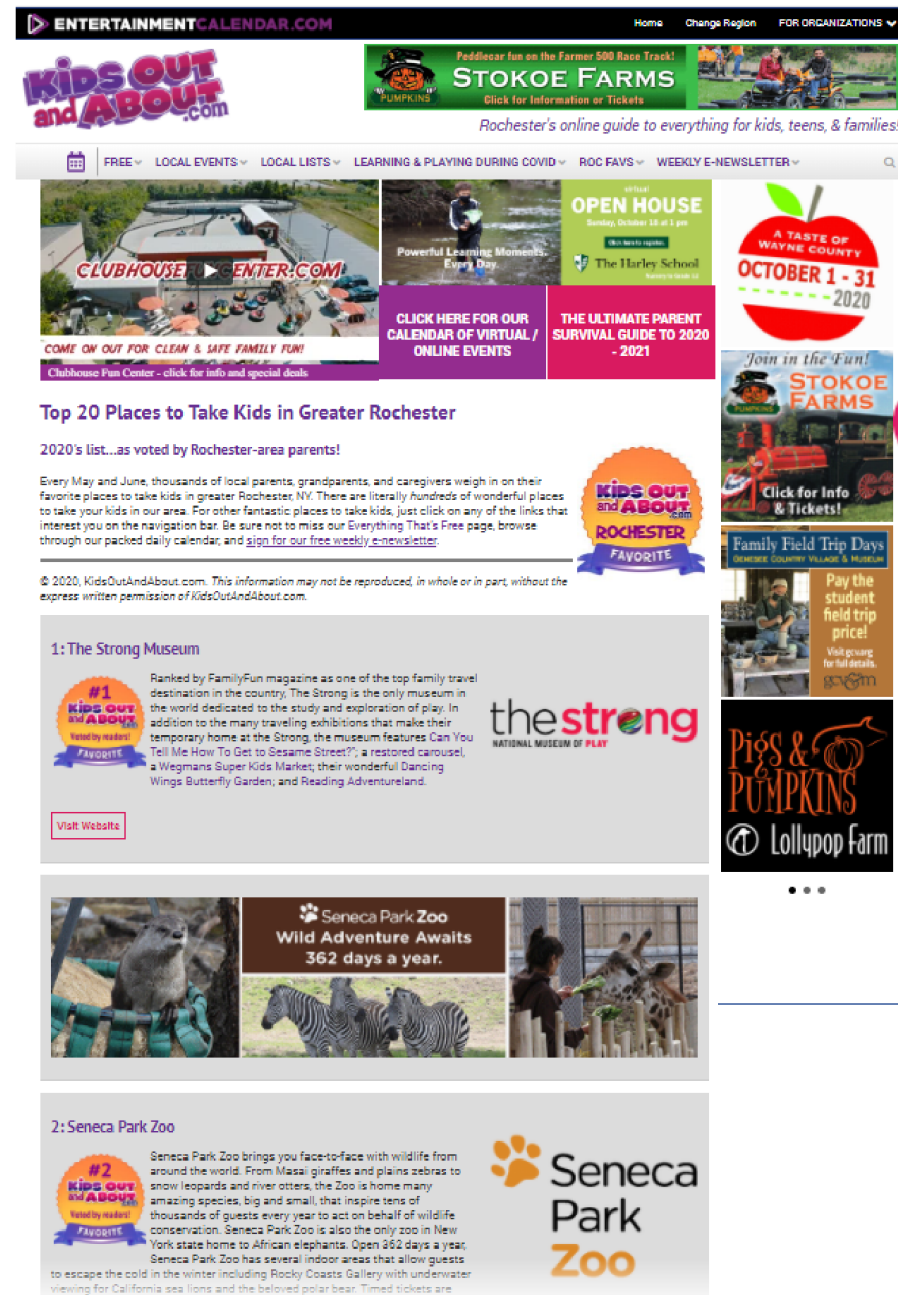
Advertising Option

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.



KANSAS CITY



Maximize Your Advertising

Google places to take kids in Kansas City 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 ~140,000 views

CONTACT : Alecia Romano | 585-633-8400 x704 | alecia@kidsoutandabout.com

THANK YOU

Connect with us
to get started!



CONTACT :

Alecia Romano

585-633-8400 x704

alecia@kidsoutandabout.com



KANSAS CITY

“

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

— Stokoe Farms,
Scottsville, NY

”