

SUMMER 2024 MEDIA KIT

CONTACT:

Lisa Predmore | 585-633-8400 x703
lisa@kidsoutandabout.com

**KIDS OUT
and ABOUT**
SALT LAKE CITY

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



SALT LAKE CITY

Share your story With Our Audience



CONTACT: Lisa Predmore | 585-633-8400 x703 | lisa@kidsoutandabout.com

SALT LAKE CITY

Demographics



Unique Visitors

300,000 unique visitors / year



Pageviews

1 million pageviews / year



Newsletter

19,000 opt-in subscribers receive weekly e-newsletters



Demographics

85% parents

15% grandparents

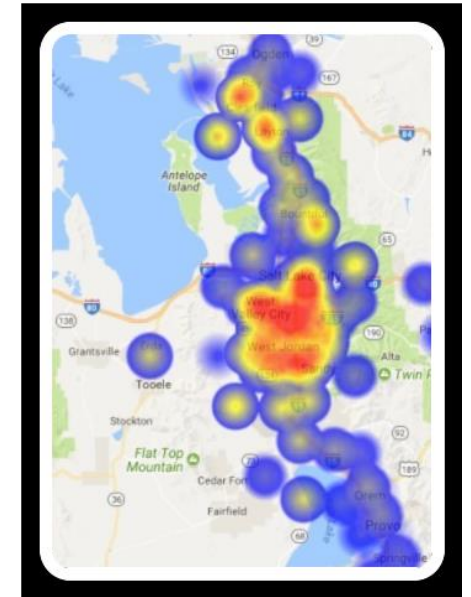
82% women



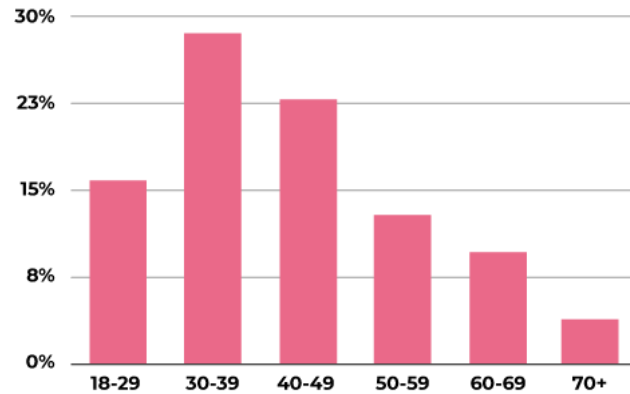
SALT LAKE CITY



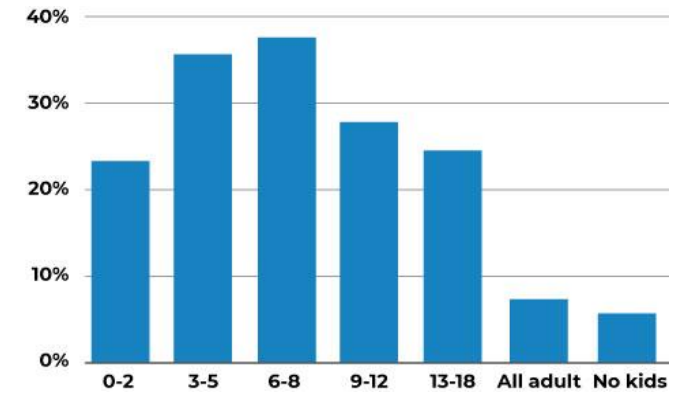
Where Readers Live



Ages of Our Readers



Ages of Our Readers' Kids



CONTACT: Lisa Predmore | 585-633-8400 x703 | lisa@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.



SALT LAKE CITY

The screenshot shows the website layout with several ad placements:

- LEADERBOARD AD:** Located at the top right, above the navigation bar.
- TOP AD:** A large orange banner at the top right.
- VIDEO AD:** A large blue banner on the left side.
- SQUARE AD:** A purple square ad on the right side, below the top ad.
- ZIP BRISTOL MOUNTAIN AERIAL ADVENTURES:** A green and white ad on the left side.
- SCHOOL YEAR 2020 - 2021: The Ultimate Parent Survival Guide:** A purple ad in the center.
- FEATURED EVENTS:** A section below the main content with a "Learn More" button.
- TODAY'S EVENTS:** A list of events on the right side.
- SQUARE AD:** A purple square ad at 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.

CONTACT: Lisa Predmore | 585-633-8400 x703 | lisa@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.): \$470/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](#)



SALT LAKE CITY

The screenshot shows the website interface with a navigation bar at the top. Below the navigation, there are several organization listings. Each listing includes a title, a brief description, a 'Visit Website' button, and a 'Directions' button. The listings 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 with a white border and a white arrow points to the listings, containing 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.

CONTACT: Lisa Predmore | 585-633-8400 x703 | lisa@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



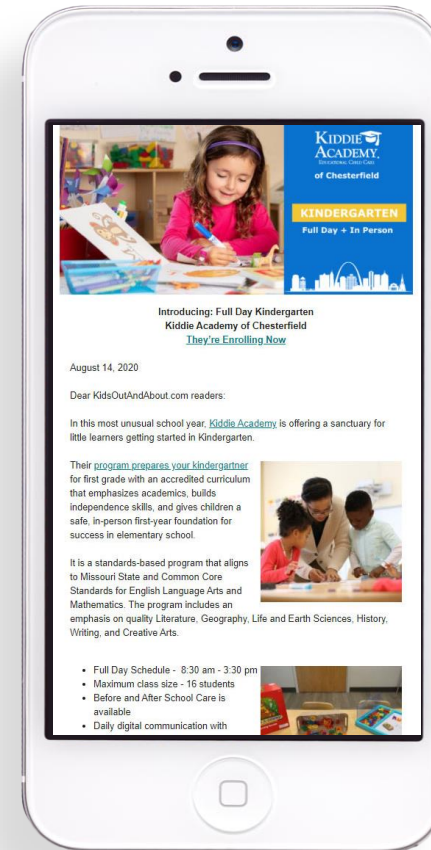
✓ SAVE THE DATE

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 29%-32%, 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](#)

**KIDS OUT
and ABOUT.com**

SALT LAKE CITY

CONTACT: Lisa Predmore | 585-633-8400 x703 | lisa@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.



The screenshot shows the website's interface with a navigation bar at the top. The main content area displays a grid of advertisements for local events like 'Clubhouse Enter.com', 'Stokoe Farms', and 'A Taste of Wayne County'. Below the ads is a section titled 'Top 20 Places to Take Kids in Greater Rochester' with a '2020's list...as voted by Rochester-area parents!' sub-header. The first entry is '1: The Strong Museum', which is ranked #1 by FamilyFun magazine and has a 'Kids Out and About Favorite' badge. The second entry is '2: Seneca Park Zoo', featuring an image of zebras and a child, and also has a 'Kids Out and About Favorite' badge. The website footer includes a copyright notice for 2020.

Maximize Your Advertising

Google places to take kids in Salt Lake 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 ~150,000 views

CONTACT: Lisa Predmore | 585-633-8400 x703 | lisa@kidsoutandabout.com

THANK YOU



Connect with us
to get started!

CONTACT :

Lisa Predmore

585-633-8400 x703

lisa@kidsoutandabout.com

“

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

– Stokoe Farms,
Scottsville, NY

”



SALT LAKE CITY