

# 2024 HOLIDAY AD PACKAGES

Reach parents, grandparents,  
& families seeking holiday fun  
and entertainment this year!

**KIDS OUT  
and ABOUT**.com

 BeyondtheNest.com

 **ENTERTAINMENTCALENDAR.COM**

# Package Discounts for **HOLIDAY ACTIVITIES**

**Our readers are your audience!** KidsOutAndAbout.com readers are 85% parents, 15% grandparents, 82% women. Our Master Guide to the Holidays, Christmas Tree Farms, and our newsletter are where you should be to reach families this holiday season. And don't forget to post your holiday events to the calendar: That's free! To see more specific demographics for your region, please ask me for our main media kit.

## ✓ **BASIC: ~~\$780~~ \$480**

- Content ad on **Master Guide to the Holidays** page
- Upgraded listing for one month so your information appears in the top section of any relevant list or calendar page, highlighted with graphics and description
- A paragraph (110 words + a square graphic or logo + link to your site) to run in two weekly Thursday newsletters

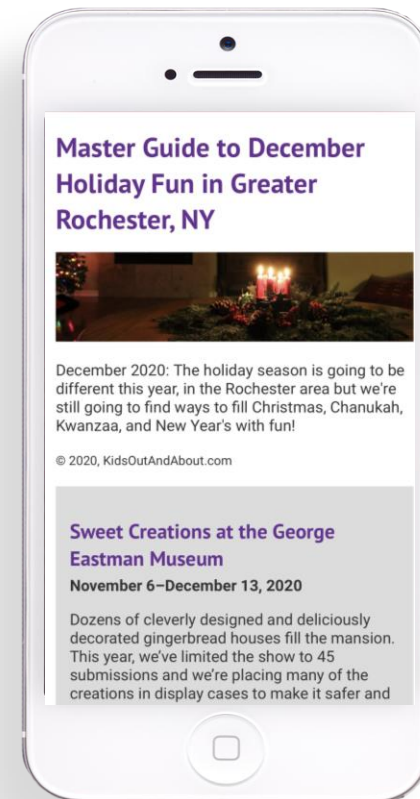
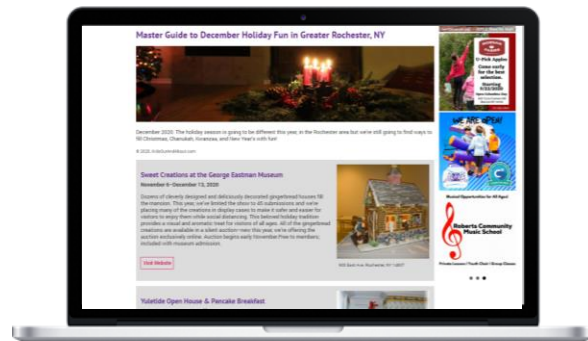
## ✓ **STANDARD: ~~\$1280~~ \$880**

- Content ad on **Master Guide to the Holidays** or **Christmas Tree Farms** page
- Upgraded listing for two months
- A paragraph in three weekly Thursday newsletters
- Square ad (250 x 250 pixels) - 20,000 impressions on site
- Square ad (250 x 250) or leaderboard ad (728 x 90) to run in two weekly newsletters

## ✓ **PREMIUM: ~~\$2970~~ \$1570**

- Content ad on **Master Guide to the Holidays** and either **Christmas Tree Farms** or **Holiday Lights** page
- Upgraded listing for two months
- A paragraph in three weekly Thursday newsletters
- Save the Date in four KOAA weekly e-newsletters in Nov & Dec
- Square ad (250 x 250 pixels) - 30,000 impressions
- Square ad (250 x 250) or leaderboard ad (728 x 90) to run for three weeks in our e-newsletter
- One month of shared-space video, or one month of shared-space prominent image ad on KOAA site: leaderboard (728 x 90) or top ad (450 x 150)

[LINK TO SAMPLE MASTER GUIDE TO THE HOLIDAYS](#)



**CUSTOM PACKAGES CAN BE TAILORED TO YOUR NEEDS AND BUDGET!**

