



2024

PRESCHOOL PACKAGES

KIDS OUT
and ABOUT
.com

 **BeyondtheNest.com**

 **ENTERTAINMENTCALENDAR.COM**

Package Discounts for **Preschools**

You're a preschool: Our readers are your audience! KidsOutAndAbout's main campaign focus for preschools is January through May, but we promote them year-round. Make sure your open houses—virtual or in-person—are posted to our calendar (that's free). **Then choose one of the packages below.**

✓ **INTRO: \$730 \$550**

- 12-month content ad on preschool page (ads are on top framed in gray)
- A paragraph in our preschool newsletter the last Monday of January
- A paragraph (110 words + a square graphic or logo + link to your site) to run in any weekly Thursday newsletter

[SAMPLE PRESCHOOL NEWSLETTER](#)

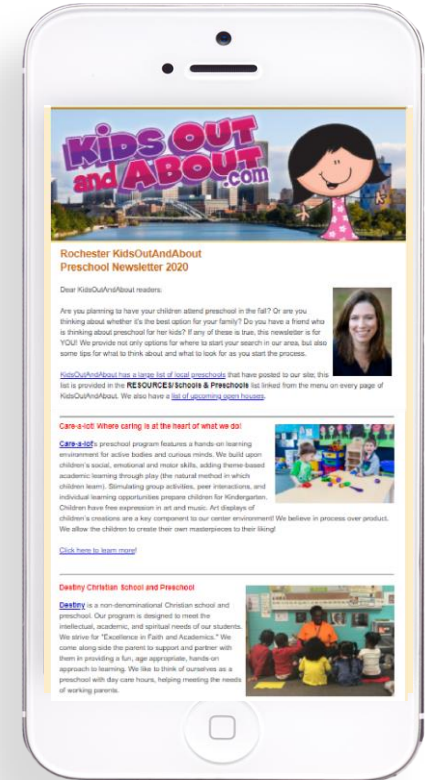
✓ **STANDARD: \$2730 \$1900**

- 12-month content ad on preschool page
- A paragraph in our preschool newsletter the last Monday of January
- An exclusive, dedicated E-Blast (5-8 paragraphs + graphics) sent to all newsletter subscribers
- A video ad (MOV or MP4) rotating in shared space at the top of each page for 2 months or Top Ad (450 x 150 px) exclusively for one month
- Paragraphs in three weekly e-newsletters: Choose 3 Thursdays



✓ **PREMIUM: \$7830 \$4700**

- 12-month content ad on preschool page
- A paragraph in our preschool newsletter the last Monday of January
- Two exclusive, dedicated E-Blasts sent to all newsletter subscribers
- A video ad (MOV or MP4) rotating in shared space at the top of each page for 2 months or Top Ad (450 x 150 px) exclusively for one month
- Paragraphs in twelve weekly e-newsletters: (once/month)
- 12-month upgrade of your listing so that anything you post to our calendar or anywhere you appear in a category list, your school will float to the top of the list and will be highlighted with graphics and description
- Square ads (250 x 250): 12 months
- Leaderboard ad (728 x 90) in exclusive space for 1 month or shared space for 2 months (depends on availability)



CUSTOM PACKAGES CAN BE TAILORED TO YOUR NEEDS AND BUDGET!

