

PRIVATE / ALTERNATIVE SCHOOL PACKAGES

2024



**KIDS OUT
and ABOUT**.com

 BeyondtheNest.com

 ENTERTAINMENTCALENDAR.COM

Package Discounts for Private and Alternative Schools

Our readers are your audience! KidsOutAndAbout's main campaign focus for private schools is November through April, but we promote them year-round. Make sure your open houses are posted to our calendar (that's free). **Then choose one of the packages below, or let us tailor one to your needs.**

✓ INTRO: ~~\$730~~ \$550

- 12-month content ad at top of Private School page
- Paragraph in private school newsletter the first or second Monday of November
- Paragraph (110 words + a square graphic or logo + link to your site) to run in any weekly Thursday newsletter

[SAMPLE PRIVATE SCHOOL NEWSLETTER](#)

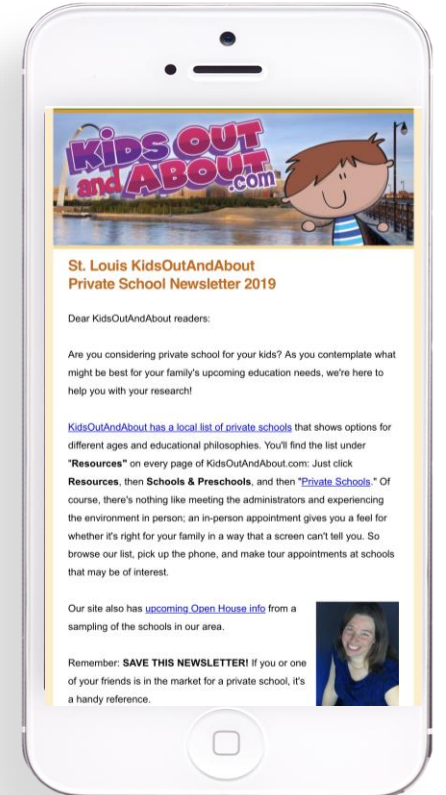
✓ STANDARD: ~~\$2600~~ \$1950

- 12-month content ad at top of Private School page
- Paragraph in private school newsletter
- Paragraph in 3 Thursday newsletters
- 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
- Exclusive, dedicated E-Blast (5-8 paragraphs + graphics) sent to all newsletter subscribers
- Video ad (MOV or MP4) rotating at the top of each page for 1 month (shared space)



✓ PREMIUM: ~~\$8350~~ \$5010

- 12-month content ad at top of Private School page
- Paragraph in private school newsletter
- Paragraph in 12 Thursday newsletters
- 12-month upgrade of your listing (see description to the left)
- Three E-Blasts (5-8 paragraphs + graphics)
- Video ad (MOV or MP4) for 3 months (shared space)
- Square ad (250 x 250): 12 months, 30,000 impressions / month – can change as often as you like, A/B test, etc.
- Leaderboard ad (728 x 90) or Top Ad (450 x 150) at top of KOAA website in exclusive space for 1 month or shared space for 2 months (depending on availability)



CUSTOM PACKAGES CAN BE TAILORED TO YOUR NEEDS AND BUDGET!

