

2024 PACKAGES ZOOS & ANIMAL ATTRACTIONS

**KIDS OUT
and ABOUT**.com

 BeyondtheNest.com

 ENTERTAINMENTCALENDAR.COM

Package Discounts for Zoos and Animal Attractions

You're a zoo or animal experience: Our readers are your audience! KidsOutAndAbout's main campaign focus for zoos is for just preceding warm weather or school break weeks, but we promote you all year-round! Make sure all of your events are posted to our calendar (that's free). **Then choose one of the packages below or customize your own.**

✓ INTRO: ~~\$1860~~ \$1360

- 12-month content ad on zoos & nature center page (ads are on top framed in gray)
- 12-month content ad on Local Memberships page
- Paragraphs in two summer camp newsletters (March & April)
- Upgraded listing for 6 months

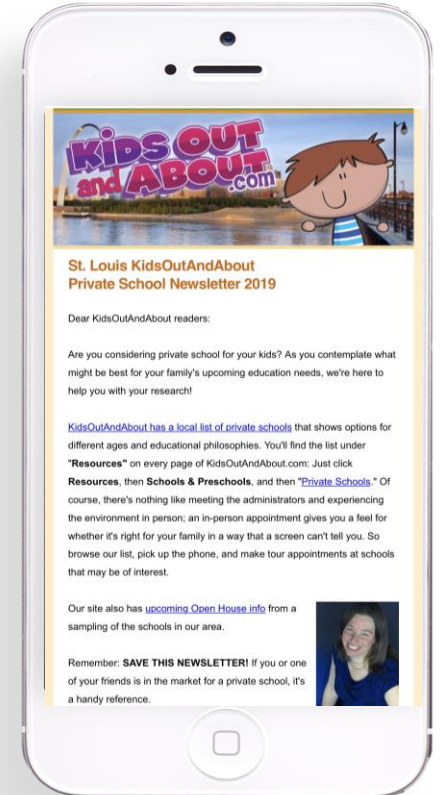
✓ STANDARD: ~~\$4260~~ \$2960

- 12-month content ad on zoos & nature center page
- 12-month content ad on Local Memberships page
- Paragraphs in summer camp newsletters (March & April)
- 12-month upgraded listing
- Paragraphs in six Thursday e-newsletters
- 6 months of square ads, 20,000 impressions / month
- Dedicated e-blast (5-8 paragraphs + graphics) sent to all local KOAA subscribers

✓ PREMIUM: ~~\$7860~~ \$4760

- 12-month content ad on zoos & nature center page
- 12-month content ad on Local Memberships page
- Paragraphs in summer camp newsletters (March & April)
- 12-month upgraded listing
- Paragraphs in 12 Thursday e-newsletters:
- 12 months of square ads, 20,000 impressions / month
- Three dedicated e-blasts (5-8 paragraphs + graphics) sent to all local KOAA subscribers
- A video ad (link or MP4) rotating at the top of each page for 2 months (shared space)
- Leaderboard ad (728 x 90) in exclusive space for 1 month or shared space for 2 months (depends on availability)

[SAMPLE WEEKLY NEWSLETTER](#)



CUSTOM PACKAGES CAN BE TAILORED TO YOUR NEEDS AND BUDGET!