

In-person camps: Page 2

Virtual/online camps: Page 3-4

2023 SUMMER CAMP CAMPAIGN PACKAGES

CONTACT:

Lisa Predmore | 585-633-8400 x703

lisa@kidsoutandabout.com

**KIDS OUT
and ABOUT**
com

 BeyondtheNest.com

 **ENTERTAINMENTCALENDAR.COM**

Package Discounts for IN-PERSON SUMMER CAMPS



You provide summer camps or classes: Our readers are your audience! KidsOutAndAbout's program campaign is late January through June. **Choose a package to become hyper-visible to parents searching for camps.** And also be sure to post your 2023 sessions to our calendar when you have that information (that part is free).



✓ **INTRO: \$500** \$425

- A paragraph (110 words + square graphic or logo + link to your site) in our March special-edition camp newsletter
- A paragraph (110 words + square graphic or logo + link to your site) in our April special-edition camp newsletter
- 3-month upgrade of your listing so your 2023 sessions are in the upgraded section at the top of our camp calendar, and your camp appears in the upgraded section of all relevant camp subject lists.

✓ **STANDARD: \$1100** \$880

- Large image ad (728 x 90 px) on our main Week-by-Week Summer Camp 2023 page or content ad at top of one camp subject page
- A paragraph in our March special-edition camp newsletter
- A paragraph in our April special-edition camp newsletter
- 5-month upgrade of your listing

[SAMPLE CAMP NEWSLETTER](#)

✓ **PREMIUM: \$2100** \$1575

- Large image ad (728 x 90 px) on our main Week-by-Week Summer Camp 2023 page
- Content ad at top of camp subject page
- A paragraph in our March special-edition camp newsletter
- A paragraph in our April special-edition camp newsletter
- 5-month upgrade of your listing
- Square image ad (250 x 250 px) running 30,000 impressions / month for 4 months

CUSTOM PACKAGES CAN BE TAILORED TO YOUR NEEDS AND BUDGET!



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

Coast-to-Coast Package Discounts for **VIRTUAL SUMMER CAMPS**



Organizations that offer online camps have easy access to our North American network of 45 regional sites: They can post camps to our 2023 camp virtual calendar for free, and we also have many low-cost options for hyper-visibility.



PARAGRAPH IN TWO EDITIONS OF OUR 2023 CAMP NEWSLETTER

Up to 110 words plus a graphic and link to your site: **US\$1000** for your paragraph to be displayed in the camp e-newsletter in all 45 regions in North America (750,000 subscribers)

Buy one edition, get one free!



SQUARE IMAGE AD IN 10 REGIONS FOR 3 MONTHS

250 x 250 px: US\$300/region or US\$1000 for 10 regions in North America (you choose regions)

~~\$450~~ \$300 1 region

~~\$4500~~ \$1000 10 regions



CONTENT AD OR IMAGE AD ON VIRTUAL/ ONLINE SUMMER CAMP PAGE

TOP SECTION OF OUR [2023 VIRTUAL CAMP PAGE](#) ACCESSED BY PARENTS THROUGHOUT NORTH AMERICA: **US\$1000**

- **Content ads:** Up to 110 words plus a graphic + links to your site.
- **Image ads:** 728 x 90 px (links to your site)

PACKAGE DISCOUNT!

- Paragraph in both camp e-newsletters to all regions (circ 750,000)
- Content or image ad on 2023 Virtual Camp page
- Square image ad on 10 regional KOAA sites for 3 months

Retail price: ~~US\$6500~~ Package price: **US\$3000**

[SAMPLE CAMP NEWSLETTER](#)

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

KidsOutAndAbout Coast-to-Coast Reader **Demographics**



Unique Visitors

14 million unique visitors / year from the U.S. and Canada



Pageviews

25 million pageviews / year



Newsletter

750,000 receive weekly e-newsletters in the U.S. and Canada



Demographics

85% parents
15% grandparents
82% women



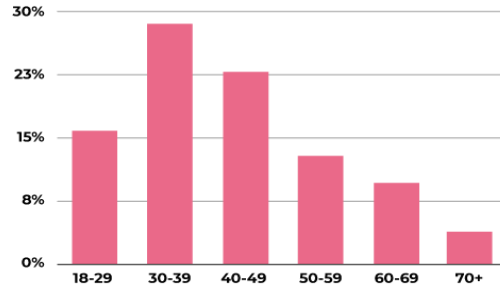
Where Readers Live

- [Albany / Capital District, NY](#)
- [Albuquerque, NM](#)
- [Anchorage, AK](#)
- [Ann Arbor / Detroit Metro](#)
- [Atlanta, GA](#)
- [Austin, TX](#)
- [Boston, MA](#)
- [Buffalo, NY](#)
- [Charlotte, NC](#)
- [Chicago, IL](#)
- [Dallas, TX](#)
- [Denver, CO](#)
- [D.C. Metro Area](#)
- [Fairfield County, CT](#)
- [Ft Worth, TX](#)
- [Hartford, CT](#)
- [Houston, TX](#)

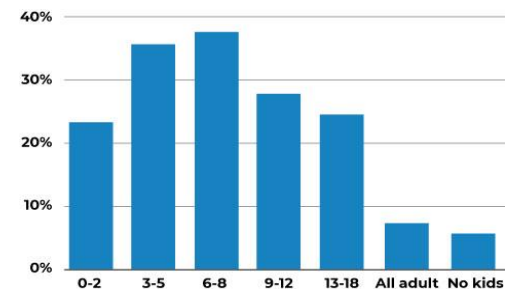
- [Hudson Valley, NY](#)
- [Indianapolis, IN](#)
- [Inland Empire, CA](#)
- [Jacksonville, FL](#)
- [Kansas City](#)
- [Los Angeles, CA](#)
- [Long Island, NY](#)
- [Memphis, TN](#)
- [Miami, FL](#)
- [Mid-Cities, TX](#)
- [Milwaukee, WI](#)
- [Minneapolis / St. Paul, MN](#)
- [Nashville, TN](#)
- [Orange County, CA](#)
- [Philadelphia, PA](#)
- [Phoenix, AZ](#)
- [Pittsburgh, PA](#)

- [Portland, OR](#)
- [Providence, RI](#)
- [Research Triangle, NC](#)
- [Rochester, NY](#)
- [Salt Lake City, UT](#)
- [San Antonio, TX](#)
- [San Diego, CA](#)
- [San Fernando Valley, CA](#)
- [San Francisco, CA](#)
- [San Jose, CA](#)
- [Seattle, WA](#)
- [St. Louis, MO](#)
- [Tampa, FL](#)
- [Toronto, ON](#)
- [Vancouver, BC](#)
- [Westchester County NY](#)

Ages of Our Readers



Our Readers' Kids



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

We look forward to helping our readers see what makes your camp unique!