

# PRIVATE / ALTERNATIVE SCHOOL PACKAGES 2023



**KIDS OUT  
and ABOUT**.com

 BeyondtheNest.com

 ENTERTAINMENTCALENDAR.COM

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# Package Discounts for **Private Schools**

**You're a private school: 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—virtual or in-person—are posted to our calendar (that's free). **Then choose one of the packages below.**

## ✓ **INTRO:** ~~\$600~~ \$500

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

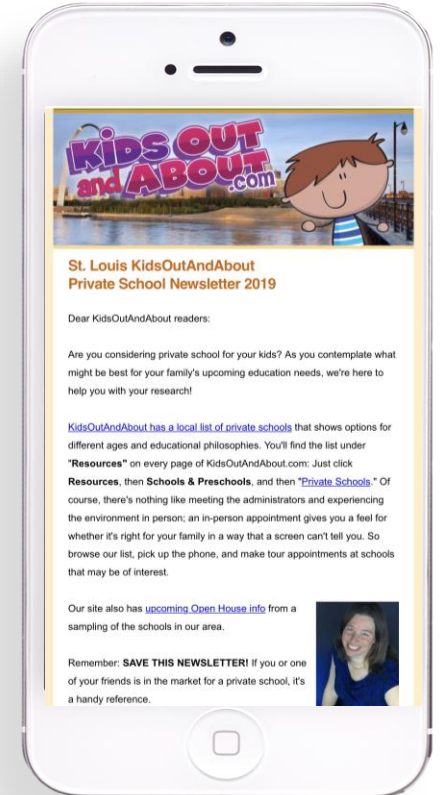
## ✓ **STANDARD:** ~~\$2150~~ \$1720

- 3 paragraphs in weekly e-newsletter: 110 words + a square graphic or logo + link to your site: Choose 3 Thursdays
- A paragraph in our private school newsletter the first Monday of November
- 12-month content ad on private school page (ads are on top framed in gray)
- An exclusive, dedicated E-Blast (5-8 paragraphs + graphics) going out to all newsletter subscribers
- A video ad (link or MP4) rotating at the top of each page for 2 months (shared space)

## ✓ **PREMIUM:** ~~\$6100~~ \$4575

- 12 paragraphs in weekly e-newsletter: 110 words + a square graphic or logo + link to your site (once/month)
- A paragraph in our private school newsletter the first Monday of November
- 12-month content ad on private school page (ads are on top framed in gray)
- 12 months of upgraded listing for lists and calendar items
- A video ad (link or MP4) rotating at the top of each page for 2 months (shared space)
- Two exclusive, dedicated E-Blasts (5-8 paragraphs + graphics) sent to all newsletter subscribers in your region
- 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)

**SAMPLE PRIVATE SCHOOL NEWSLETTER**



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

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# THANK YOU



Connect with us  
**to get started!**

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