

*In-person experiences: Page 2*

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# 2022 PACKAGES STEM EDUCATION

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**KIDS OUT  
and ABOUT**.com

 BeyondtheNest.com

 ENTERTAINMENTCALENDAR.COM

# Package Discounts for IN-PERSON STEM EDUCATION

**You provide STEM Education: 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 science, math, and technology learning.** Also be sure to post your upcoming 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 the March edition of summer program local newsletter
- A paragraph (110 words + square graphic or logo + link to your site) in the April edition of summer program local newsletter OR a paragraph in our fall programs newsletter in August
- 3-month upgrade of your listing so your sessions are in the upgraded section at the top of our calendar at exactly the moment parents are searching for these opportunities.



## ✓ **STANDARD: \$1600 \$995**

- 1-year content ad at top of local STEM class subject page
- 1-year large image ad (728 x 90 px) on KOAA's main local Week-by-Week Summer Camp page OR 1-year content ad at top of local STEM camp subject page
- A paragraph in local camp newsletter: March
- A paragraph in local camp newsletter: April
- A paragraph in local fall programs newsletter: August
- 5-month upgrade of your listing, months of your choice

**SAMPLE CAMP NEWSLETTER**

## ✓ **PREMIUM: \$3800 \$1995**

- 1-year content ad at top of local STEM class subject page
- 1-year large image ad (728 x 90 px) on KOAA's main local Week-by-Week Summer Camp 2022 page
- 1-year content ad at top of local STEM camp subject page
- A paragraph in local camp newsletter: March
- A paragraph in local camp newsletter: April
- A paragraph in local fall programs newsletter: August
- 12-month upgrade of your listing
- Square image ad (250 x 250 px) running 30,000 impressions / month for 4 months
- E-blast about your program to our entire local list: Usually 5-9 paragraphs, header and side graphics

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

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# Coast-to-Coast Package Discounts for **VIRTUAL / ONLINE STEM EDUCATION**



Organizations that offer online camps have easy access to our North American network of 45 regional sites: They can post camps to our 2022 camp virtual calendar for free, and we also have many low-cost options for hyper-visibility.



## ✓ **PARAGRAPH IN TWO EDITIONS OF OUR 2022 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 (700,000 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

[SAMPLE CAMP NEWSLETTER](#)

## ✓ **CONTENT AD OR IMAGE AD ON VIRTUAL / ONLINE SUMMER CAMP PAGE OR VIRTUAL CLASS PAGE**

Top section of our 2022 [VIRTUAL CAMP PAGE](#) or 2022 [VIRTUAL CLASS PAGE](#) accessed by parents throughout North America: **US\$1200 / year**

- **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 700,000 x 2)
- Content or image ad on 2022 Virtual Camp page or Virtual Class page
- Square image ad on 10 regional KOAA sites for 3 months

Retail price: ~~US\$6700~~ Package price: **US\$3000**

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



## Unique Visitors

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



## Pageviews

20 million pageviews / year



## Newsletter

700,000 receive weekly e-newsletters in the U.S. and Canada



## Demographics

85% parents  
15% grandparents  
82% women



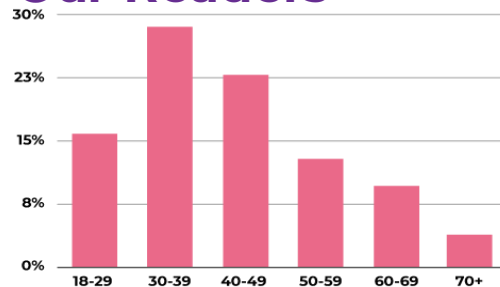
## Where Readers Live

[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](#)

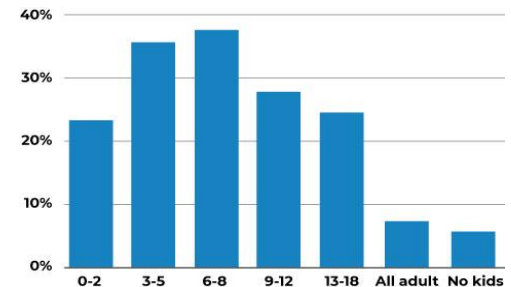
[Hudson Valley, NY](#)  
[Indianapolis, IN](#)  
[Inland Empire, CA](#)  
[Jacksonville, FL](#)  
[Kansas City](#)  
[Los Angeles, CA](#)  
[Long Island, NY](#)  
[Memphis, TN](#)  
[Miami, FL](#)  
[Mid-Cities, TX](#)  
[Milwaukee, WI](#)  
[Minneapolis / St. Paul, MN](#)  
[Nashville, TN](#)  
[Orange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



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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 program unique!