

In-person experiences: Page 2

Virtual / online experiences: Page 3-4

2022 PACKAGES STEM EDUCATION

CONTACT:

Lisa Predmore | 585-633-8400 x703

lisa@kidsoutandabout.com

**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!

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

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**

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

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



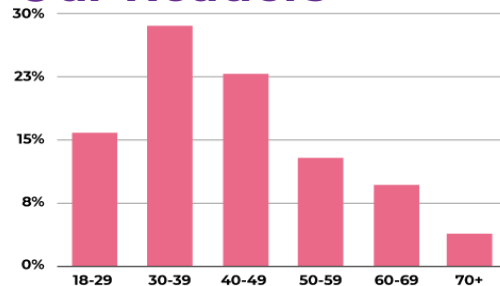
Where Readers Live

[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](#)

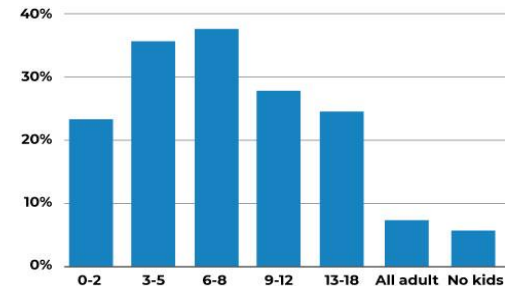
[Hudson Valley, NY](#)
[Indianapolis, IN](#)
[Inland Empire, CA](#)
[Jacksonville, FL](#)
[Kansas City](#)
[Los Angeles, CA](#)
[Long Island, NY](#)
[Memphis, TN](#)
[Miami, FL](#)
[Mid-Cities, TX](#)
[Milwaukee, WI](#)
[Minneapolis / St. Paul, MN](#)
[Nashville, TN](#)
[Orange County, CA](#)
[Philadelphia,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



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 program unique!