

2022

ZOO VISIBILITY PACKAGES

CONTACT:

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**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: ~~\$1200~~ \$900

- 12-month content ad on zoos & nature center page (ads are on top framed in gray)
- 12-month content ad on Local Memberships & Season Packages page
- Paragraphs in two summer camp newsletters (March & April)
- Upgraded listing for 2 months

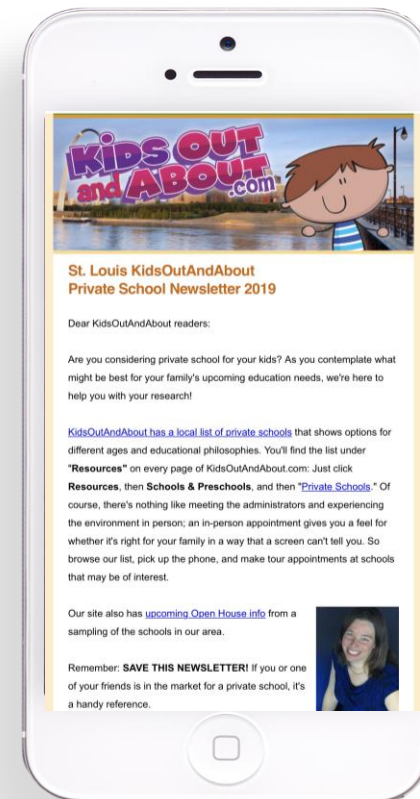
✓ STANDARD: ~~\$2900~~ \$1900

- Everything on the Intro package plus...
- A full year of upgraded listing
- Paragraphs in six Thursday e-newsletters: 110 words + a square graphic or logo + link to your site: Choose 6 Thursdays
- A paragraph in our preschool newsletter the second Monday of January
- An exclusive, dedicated E-Blast (5-8 paragraphs + graphics) going out to all newsletter subscribers, talking about anything you'd like (typically camps, or the upcoming season of activities)

✓ PREMIUM: ~~\$7900~~ \$4740

- Everything on the Intro and Standard packages plus...
- Paragraphs in six more weekly e-newsletters (avg once/month)
- Content ad on Master Guide to Summer Fun, Fall Fun, or Holiday Fun pages
- Two more exclusive, dedicated E-Blasts (5-8 paragraphs + graphics) sent to all newsletter subscribers in your region
- Square ads (250 x 250): 12 months
- 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!

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THANK YOU



Connect with us
to get started!

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We look forward to finding creative ways to remind our readers they should bring their kids to the zoo... in all seasons!