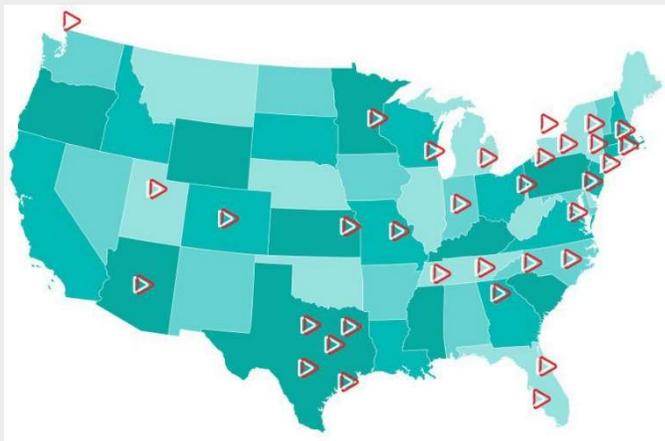




# 2019 Media Kit National

As of September 1, 2018, KidsOutAndAbout.com and its sister site BeyondTheNest.com are part of the EntertainmentCalendar.com family!

## KidsOutAndAbout.com sites



- 4.5 million unique visitors / year**
- 19 million pageviews / year**
- 175,000 receive weekly e-newsletter**
- KOAA: 85% parents, 15% grandparents, 82% women**
- BTN: 65% age 50 and over, 70% women**

*KidsOutAndAbout.com launched in 2001; BeyondTheNest.com in 2016.*



EntertainmentCalendar.com is North America's online resource to find each local area's best events, activities, and resources. KidsOutAndAbout.com is aimed at parents and focuses on opportunities for kids, teens, and families. BeyondTheNest.com is for adults who want to know what is happening in their area's arts, culture, and recreation scene. Organizations can access our audience through paid and unpaid outreach on our web site, through the KOAA app, and in our weekly e-newsletter. The network currently has 36 regional sites throughout the U.S. and Canada, with 4.5 million unique annual visitors and 165,000 weekly newsletter readers.



# Image, Video, and Content Ads

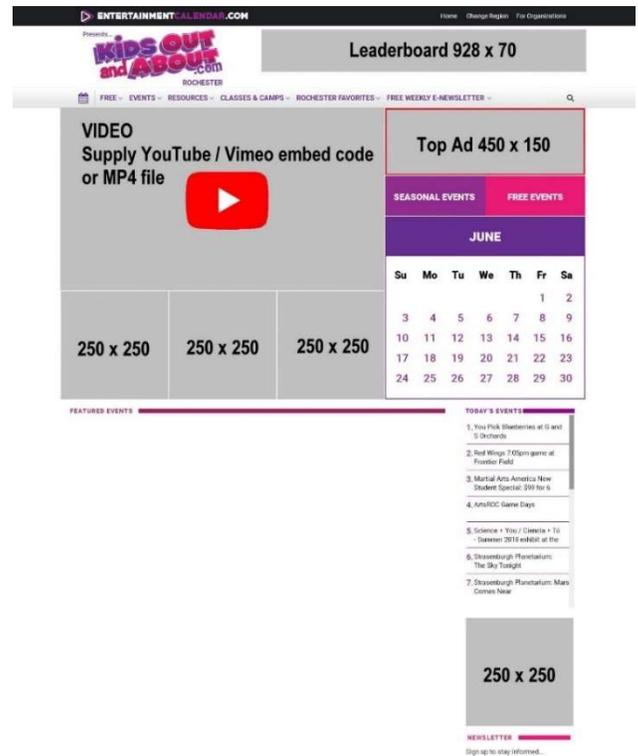
## Image Advertising

- 1. Leaderboard** (728 x 90 pixels). Approximately \$100/10,000 impressions for multi-region campaigns. Exclusive and non-exclusive space available on a first-come-first-served basis.
- 2. Top Ad** (450 x 150 pixels): Approximately \$100/10,000 impressions for multi-region campaigns. Exclusive and non-exclusive space available on a first-come-first-served basis.
- 3. Square ads** (Larger than before! 250 x 250 pixels): \$50 / 10,000 impressions.

*Image ads may be submitted in jpg, png, or gif format, including animated gif format.*

## Content Advertising

- 1. Paragraph in weekly e-newsletter sent every Thursday:** 36 regional sites with 175,000 potential circulation. Cost is \$100/10,000 recipients, you choose regions or entire list.
- 2. Exclusive e-blast about your company and/or upcoming event sent to our subscriber list:** Up to 8 paragraphs plus graphics. 36 regional sites with 175,000 potential circulation. Cost is \$500/10,000 recipients, you choose regions.
- 3. Save the Date link at top of newsletter:** \$30/week/region
- 4. Article about your organization, lives in perpetuity on our site:** \$1000 to \$1500, depending on whether article is written by you or by us. Includes \$1200 worth of visibility for 6 months following publication.



### Video Advertising: Non-exclusive

Approximately \$150/10,000 impressions for multi-region campaigns. Choose your thumbnail wisely and the video serves as an extra-large ad.

*Max of four clients' video ads will share video space at any time. National videos share space with region-specific videos.*

### Video Advertising: Exclusive

Exclusive ad space based on availability in each local region. Must reserve significantly in advance of time slot to guarantee exclusivity. Priced per campaign.