

# New York State WINTER 2025 MEDIA KIT

**SALES REPRESENTATIVE:**

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# KidsOutAndAbout.com: North America's online local resource for parents

## What makes KidsOutAndAbout Unique

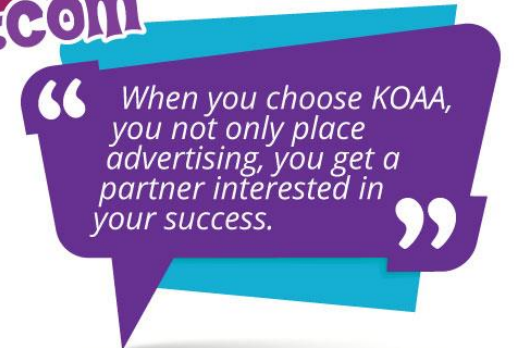
- Launched in 2001 in Rochester
- Mission: To elevate local communities by celebrating their opportunities, activities, resources, and events for kids, teens, and families.
- 52 regional sites coast-to-coast in the U.S. and Canada
- 12 million unique annual visitors; 800,000 weekly e-newsletter subscribers.
- Organizations access our audience through both paid and unpaid outreach on our site and e-newsletter



## Share your story With Our Audience



**KIDS OUT  
and ABOUT.com**



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## New York State Demographics



### Unique Visitors

1.8 million unique visitors / year



### Pageviews

5.1 million pageviews / year



### Newsletter

115,000 opt-in subscribers in NYS  
receive weekly e-newsletters



### Demographics

85% parents  
15% grandparents  
82% women

**KIDS OUT  
and ABOUT.com**

NEW YORK STATE

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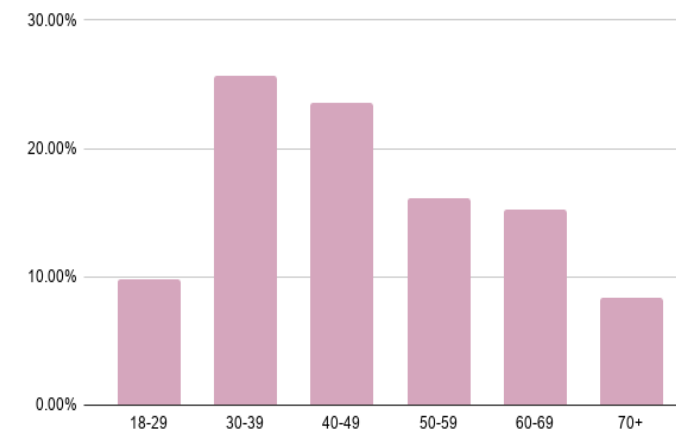
*85% parents, 15%  
grandparents... with  
kids from babies  
through teens*

”

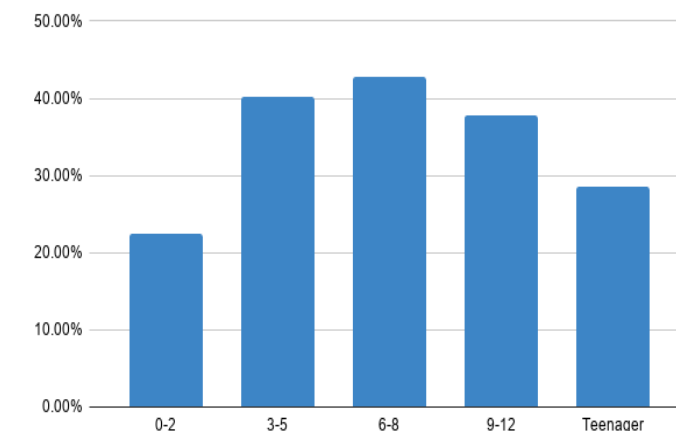
## Where Readers Live

Buffalo: 16%  
Capital District: 19%  
Hudson Valley: 13%  
Long Island: 11%  
Rochester: 30%  
Westchester: 11%

## Ages of Our Readers



## Ages of Our Readers' Kids



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## Advertising Option Videos

### ✓ VIDEO AD

- \$600/month, non-exclusive (max of four clients' video ads will share that space at any time)
- \$1000/month, exclusive (must reserve significantly in advance of time slot)
- \$200/week, non-exclusive

Average CTR for image ads ranges from .06% to 2.8% depending on relevance and interest.



NEW YORK STATE

The screenshot shows the homepage of Kids Out and About .com. At the top is a navigation bar with links: Home, Change Region, FOR ORGANIZATIONS. Below the navigation bar is a green banner for 'LEADERBOARD AD' with the tagline 'Rochester's online guide to everything for kids, teens, & families!'. The main content area is divided into several sections:

- VIDEO AD:** A large blue box with the text 'VIDEO AD Supply YouTube / Vimeo embed code or MP4 / MOV file'.
- TOP AD:** An orange box with the text 'TOP AD'.
- SQUARE AD:** A purple box with the text 'SQUARE AD'.
- SEPTMBER 2020:** A calendar for September 2020.
- FEATURED EVENTS:** A section with event listings, including 'VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE at the DoSeum Ages 5-11' and 'Horsin' Around at Lollypop Farm'.
- TODAY'S EVENTS:** A list of events for the day, including 'Free Online Yoga Classes' and 'FIRST DAY OF BROADWAY TEACHES KIDS! Fall Semester'.

## Advertising Option Images

### ✓ LEADERBOARD AD

(728 X 90 PIXELS):

Exclusive space: \$2500/month

Shared space: \$1250/month

### ✓ TOP AD

(450 X 150 PIXELS):

Exclusive space: \$3000/month

Shared space: \$1500/month

### ✓ SQUARE ADS

(250 X 250 PIXELS):

\$100/20,000 impressions. Typical is 40,000; max 60,000.

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# Advertising Option

## Content Advertising



### CONTENT AD

Content ad on subject search results page.  
**Up to 110 words plus a square graphic and links:** \$480/year/region or \$1800 all six regions



### ORGANIZATION ARTICLE

Article by or about your organization:  
\$1000 to \$1500, depending on whether article is written by you or by us. Includes \$1200 worth of visibility for 6 months following publication.

[SAMPLE ARTICLE](#)



NEW YORK STATE

The screenshot shows the Kids Out and About.com website. At the top, there's a navigation bar with links: Home, Change Region, FOR ORGANIZATIONS. Below the navigation bar is a banner for 'Stokoe Farms' with the text 'Peddlecar fun on the Farmer 500 Race Track!'. The main content area displays search results for 'Long Acre Farms' and 'Stokoe Farms'. Each result includes a title, a description, a 'Visit Website' button, and a 'Directions' button. The 'Long Acre Farms' result mentions 'The Amazing Maize Maze' and 'Animal Tracks Maze'. The 'Stokoe Farms' result mentions 'pumpkin patch and harvest fest'. Below these, there's a section for 'Wickham Farms' and a list of other farms: 'Bauman's Farm Market', 'Chase Farms', 'Long Acre Farms', and 'Pully's Farm Market'. A green callout box on the right side of the screenshot states: 'Upgraded organizations receive 4-5 times the click-through rate of free listings.'



### UPGRADE LISTING

Upgrade organization listing on our site from free to paid: \$100/month

- Appear at the top of the calendar, highlighted with graphics. They will be clicked on 4-5 times more than those of non-upgraded organizations underneath.
- Appear at the top of relevant organization lists on special pages for the time they are upgraded.
- Upgraded listing with data entry
- Have a dedicated page on which to promote the organization's information including descriptions, details and links.
- Your events are featured frequently on our social media postings.
- Upgraded organizations are more likely to be chosen in the Editor's Choice day-by-day events list in our weekly e-newsletter.

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# Advertising Option

## Newsletter Advertising

A weekly e-newsletter is sent to local readers every Thursday morning at 6am. Special annual editions are sent for Preschool (Jan); Camp (Feb, Mar & Apr); Birthday (May & Oct); After-school programs (Aug); Private Schools (Nov).

### ✓ PARAGRAPH

Up to 110 words plus a graphic and link:  
\$100/week.

### ✓ SPECIAL-EDITION PARAGRAPH

\$150 per annual edition



### ✓ SAVE THE DATE

Link to your event on  
KOAA calendar:  
\$40/week

### ✓ IMAGE AD

Square ad (250 x 250)  
or leaderboard-sized  
ad (728 x 90):  
\$200/week

[SAMPLE NEWSLETTER](#)

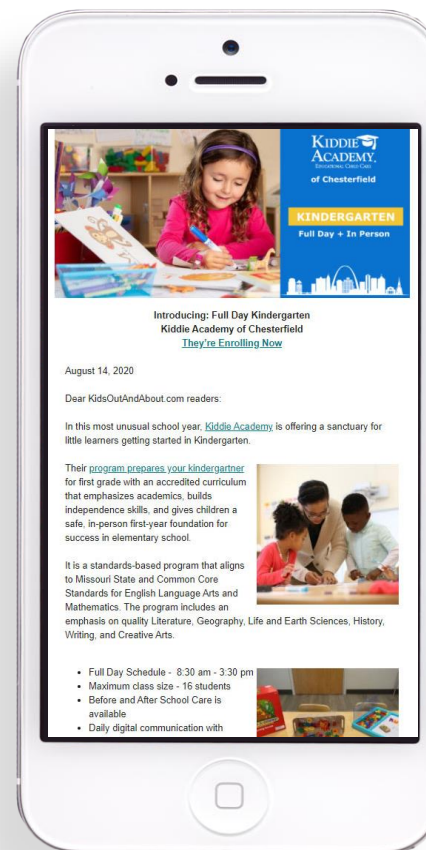
Our average weekly  
e-newsletter read rate is  
34.9%, with a click-through  
rate of 8.3%.

## EXCLUSIVE E-BLAST

E-blast exclusively about your  
company, event, or services  
to **one** local region: Up to  
8 paragraphs plus several graphics

- \$600 - Includes paragraphs in two adjacent Thursday newsletters
- Discounts are available when sending to multiple regions

[SAMPLE E-BLAST](#)



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## Advertising Option

### Top 20 Page image ad

- Each year from mid-May to mid-June, KidsOutAndAbout surveys local parents to determine the new Top 20 Places to Take Kids ranking plus winners in special categories.
- The Top 20 page listing winners is consistently the highest-ranked individual page on KOAA.
- Organizations alert their fans to vote to help secure their rank in the list.
- Placement in page rank is driven purely by votes, not by paid contract.
- Both winners and non-winners can purchase an annual image ad on our Top 20 page for extra visibility. Ads appear between the ranks.



## Maximize Your Advertising

*Google places to take kids in (Rochester, Albany, Westchester, etc.) and you'll find our Top 20 page.*



**TOP 20 PLACES TO TAKE KIDS IMAGE AD**  
(690 x UP TO 170 PIXELS)

\$1200/year/region for ~100,000 views

\$4000/year for all six regions

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# THANK YOU



Connect with us

**to get started or continue  
working with  
KidsOutAndAbout.com!**

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“

In our top traffic months –  
September & October –  
KOAA sent us 73% of the  
traffic we received from  
referring websites!

– Stokoe Farms,  
Scottsville, NY

”



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