

# 2025 SUMMER CAMP CAMPAIGN PACKAGES MULTI-REGION OR VIRTUAL





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



## Unique Visitors

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



## Pageviews

25 million pageviews / year



## Newsletter

800,000 receive weekly e-newsletters in  
the U.S. and Canada



## Demographics

85% parents  
15% grandparents  
82% women

**KIDS OUT  
and ABOUT  
.com**

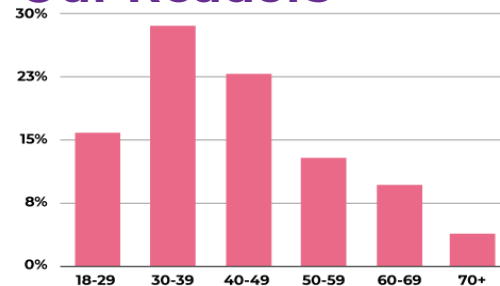
## Where Readers Live

[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](#)

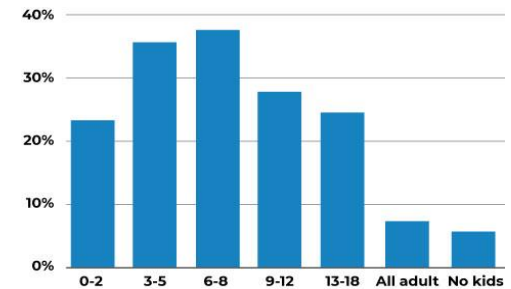
[Hudson Valley, NY](#)  
[Indianapolis, IN](#)  
[Inland Empire, CA](#)  
[Jacksonville, FL](#)  
[Kansas City](#)  
[Los Angeles, CA](#)  
[Long Island, NY](#)  
[Memphis, TN](#)  
[Miami, FL](#)  
[Mid-Cities, TX](#)  
[Milwaukee, WI](#)  
[Minneapolis / St. Paul, MN](#)  
[Nashville, TN](#)  
[Orange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



# Coast-to-Coast Package Discounts for **VIRTUAL SUMMER CAMPS**



Organizations that offer online camps have easy access to our North American network of 52 regional sites: They can post camps to our 20254 camp virtual calendar for free, and we also have many low-cost options for hyper-visibility.



## **PARAGRAPH IN TWO EDITIONS OF OUR 2024 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 52 regions in North America (800,000 subscribers)

**Buy one edition, get one free!**  
**US\$2000 \$1000**



## **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**

TOP SECTION OF OUR [2024 VIRTUAL CAMP PAGE](#) ACCESSED BY PARENTS THROUGHOUT NORTH AMERICA: **US\$600**

- **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 800,000)
- Content or image ad on 2024 Virtual Camp page
- Square image ad on 10 regional KOAA sites for 3 months

Retail price: **US\$6100** Package price: **US\$3000**