

# 2024 SUMMER CAMP CAMPAIGN PACKAGES

**CONTACT:**

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





# Package Discounts for IN-PERSON SUMMER CAMPS



**You provide summer camps or classes: 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 camps.** And also be sure to post your 2024 sessions to our calendar when you have that information (that part is free). All prices are in US Dollars.



## ✓ **INTRO:** ~~US\$680~~ \$550

- A paragraph (up to 110 words + square graphic or logo + link to your site) in March special-edition camp newsletter
- Same paragraph in our April special-edition camp newsletter
- Content ad + square graphic at the top of a camp subject page (typically same content as camp newsletter paragraph)
- Bonus: FREE paragraph in our February camp newsletter if we receive it in time

## ✓ **STANDARD:** ~~US\$1480~~ \$990

- All elements from Intro package, PLUS...
- Camp newsletter paragraph featured in three extra Thursday weekly e-newsletters between March & May, doubling exposure to our subscribers
- 5-month upgrade of your listing on KOAA to ensure all posted events & camps are highlighted; anywhere your organization appears in a list, it's at the top, right in the spotlight, and will be clicked on 4-5 times more than non-upgraded posts

[SAMPLE CAMP NEWSLETTER](#)

## ✓ **PREMIUM:** ~~US\$3180~~ \$1999

- All elements from Intro and Standard packages, PLUS...
- Large image ad (728 x 90 px) on our main Week-by-Week Summer Camp 2024 page and rotating at top of week-by-week camp calendar
- Square image ad (250 x 250 px) running 30,000 impressions / month for 4 months
- Either an e-blast exclusively about your camp OR a month of video ad (pending slot availability of each)

**CUSTOM PACKAGES CAN BE TAILORED TO YOUR NEEDS AND BUDGET!**



# THANK YOU



Connect with us  
**to get started!**

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We look forward to  
helping our readers  
see what makes your  
camp unique!

