PRIVATE / ALTERNATIVE SCHOOL PACKAGES







TAINMENTCALENDAR.COM

2024

Package Discounts for **Private and Alternative Schools**

Our readers are your audience! KidsOutAndAbout's main campaign focus for private schools is November through April, but we promote them year-round. Make sure your open houses are posted to our calendar (that's free). Then choose one of the packages below, or let us tailor one to your needs.

V INTRO: \$730 <u>\$550</u>

- 12-month content ad at top of Private School page
- Paragraph in private school newsletter the first or second Monday of November
- Paragraph (110 words + a square graphic or logo + link to your site) to run in any weekly Thursday newsletter

SAMPLE PRIVATE SCHOOL NEWSLETTER



STANDARD: \$2730 \$1950

- 12-month content ad at top of Private School page
- Paragraph in private school newsletter
- Paragraph in 3 Thursday newsletters
- 6-month upgrade of your listing so that anywhere you appear in a category or calendar list, your school will float to the top of the list and will be highlighted with graphics and description
- Square ad (250 x 250): 6 months, 30,000 impressions / month – can change as often as you like, A/B test, etc.
- Exclusive, dedicated E-Blast (5-8 paragraphs + graphics) sent to all newsletter subscribers



PREMIUM: \$7230 \$5000

- 12-month content ad at top of Private School page
- Paragraph in private school newsletter
- Paragraph in 12 Thursday newsletters
- 12-month upgrade of your listing (see description to the left)
- Two E-Blasts (5-8 paragraphs + graphics)
- One month video ad (MOV or MP4) (shared space)
- Square ad (250 x 250): 12 months, 30,000 impressions / month – can change as often as you like, A/B test, etc.
- Leaderboard ad (728 x 90) or Top Ad (450 x 150) at top of KOAA website in exclusive space for 1 month



St. Louis KidsOutAndAbout Private School Newsletter 2019

Dear KidsOutAndAbout readers:

Are you considering private school for your kids? As you contemplate what might be best for your family's upcoming education needs, we're here to help you with your research!

KistSutAndAbout has a local list of private schools that shows options for different ages and educational philosophies. You'll find the list under "Resources" on every page of KistSutAndAbout.com: Just click Resources, then Schools & Preschools, and then "<u>Private Schools</u>." Of course, there's nothing like meeting the administrators and experiencing the environment in presino: an in-perion appointment gives you a feel for whether it's right for your family in a way that a screen can't tell you. So browse our list, pick up the phone, and make tour appointments at schools thit may be of interest.

Our site also has <u>upcoming Open House info</u> from a sampling of the schools in our area.

Remember: SAVE THIS NEWSLETTER! If you or one of your friends is in the market for a private school, it's a handy reference.



CUSTOM PACKAGES CAN BE TAILORED TO YOUR NEEDS AND BUDGET!