

# PRIVATE / ALTERNATIVE SCHOOL PACKAGES

2024



**KIDS OUT  
and ABOUT**.com

 BeyondtheNest.com

 ENTERTAINMENTCALENDAR.COM

# 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.

## ✓ INTRO: ~~\$730~~ \$550

- 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](#)

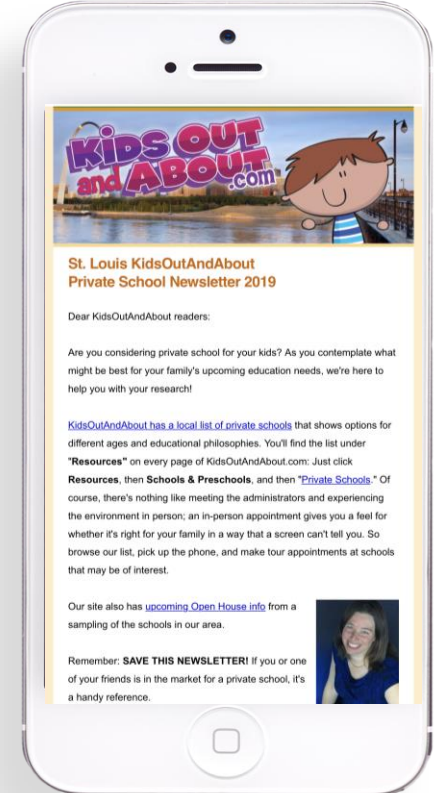
## ✓ STANDARD: ~~\$2730~~ \$1950

- 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



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

