PRIVATE SCHOOLS WITH PRESCHOOLS

2024 PACKAGES





Package Discounts for **Private Schools with Preschools**

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

VINTRO: \$1260 <u>\$950</u>

- 12-month content ad on Private School page
- 12-month content ad on Preschool page
- Paragraph + graphic in KOAA's annual private school newsletter the first or second Monday of November
- Paragraph + graphic in KOAA's annual preschool newsletter the last Monday of January

SAMPLE PRIVATE SCHOOL NEWSLETTER



STANDARD: \$3060 \$2400

- 12-month content ad on Private School page
- 12-month content ad on Preschool page
- Paragraph + graphic in KOAA's annual private school newsletter (November)
- Paragraph +graphic in KOAA's annual preschool newsletter (January)
- An exclusive, dedicated E-Blast (5-8 paragraphs + graphics) sent to all newsletter subscribers
- 6-month upgraded listing so anything you post to our calendar or anywhere you appear in a category list, your school will float to the top of the list and will be highlighted with graphics and description
- 6 months of square ads (250 x 250), 20,000 impressions / month

PREMIUM: \$7860 \$5200

- 12-month content ad on Private School page
- 12-month content ad on Preschool page
- Paragraph + graphic in KOAA's annual private school newsletter (November)
- Paragraph +graphic in KOAA's annual preschool newsletter (January)
- 12-month upgraded listing
- Two E-Blasts
- One months of video ad (shared space)
- 12 months of square ads (250 x 250), 20,000 impressions / month
- 12 paragraphs in weekly e-newsletter: 110 words + a square graphic or logo + link to your site (once/month)
- Leaderboard ad (728 x 90) 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 boal 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 premor, 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!