

*In-person experiences: Page 2*

*Virtual / online experiences: Page 3-4*

# 2025 PACKAGES CODING / PROGRAMMING EDUCATION

**KIDS OUT  
and ABOUT**.com

 BeyondtheNest.com

 ENTERTAINMENTCALENDAR.COM

# Package Discounts for IN-PERSON CODING CLASSES AND CAMPS

**You teach computer programming: 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 coding programs for their kids.** Also be sure to post your upcoming sessions to our calendar when you have that information (that part is free).

## ✓ **INTRO: \$930 \$650**

- 1-year content ad on STEM Class page or STEM Camp page
- A paragraph (110 words + square graphic or logo + link to your site) in the March and April editions of summer program newsletter
- A paragraph in fall programs newsletter in August OR a regular Thursday newsletter of your choice

## ✓ **STANDARD: ~~\$2610~~ \$1800**

- 1-year content ad on STEM Class page
- 1-year content ad on STEM Camp page
- 1-year large image ad (728 x 90 px) on KOAA's main local Week-by-Week Summer Camp page
- A paragraph in the March and April editions of summer program newsletter
- A paragraph in local fall programs newsletter: August
- 6-month upgrade of your listing so anything you post to our calendar or anywhere you appear in a category list, your business will float to the top of the list and will be highlighted with graphics and description

## ✓ **PREMIUM: ~~\$5010~~ \$2610**

- 1-year content ad on STEM Class page
- 1-year content ad on STEM Camp page
- 1-year large image ad (728 x 90 px) on KOAA's main local Week-by-Week Summer Camp page
- A paragraph in the March and April editions of summer program newsletter
- A paragraph in local fall programs newsletter: August
- 12-month upgrade of your listing
- Square image ad (250 x 250 px), 20,000 impressions / month for 4 months of your choosing
- E-blast about your program to our entire local list: Usually 5-9 paragraphs, header and side graphics

SAMPLE CAMP NEWSLETTER



CUSTOM PACKAGES CAN BE TAILORED TO  
YOUR NEEDS AND BUDGET!

# Coast-to-Coast Package Discounts for **VIRTUAL / ONLINE CODING EDUCATION**



## ✓ **PARAGRAPH IN TWO EDITIONS OF 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!**

[SAMPLE CAMP NEWSLETTER](#)

## ✓ **1-YEAR CONTENT AD on STEM PAGE**

110 words + graphic + link to your site at top of STEM class or camp page for 10 regions in North America (you choose regions)

~~\$480~~ 1 region

~~\$4800~~ **\$2800** 10 regions

~~\$24,000~~ **\$5000** All regions

## ✓ **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

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

## ✓ **CONTENT AD OR IMAGE AD ON VIRTUAL / ONLINE SUMMER CAMP PAGE OR VIRTUAL CLASS PAGE**

Top section of our [VIRTUAL CAMP PAGE](#) or [VIRTUAL CLASS PAGE](#) accessed by parents throughout North America: **US\$600 / year**

- **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 x 2)
- Content ad on STEM Class page in 10 regions
- Content ad on STEM Camp page in 10 regions
- Square image ad in 10 regions for 3 months
- Content ad on Virtual Camp or Virtual Class page

Retail price: ~~US\$16,700~~ Package price: **US\$7500**

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



## Unique Visitors

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



## Pageviews

20 million pageviews / year



## Newsletter

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



## Demographics

85% parents  
15% grandparents  
82% women



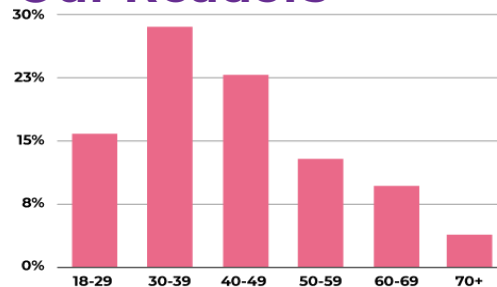
## Where Readers Live

- [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

