



# Media Kit

Kidtivity.com is a website dedicated to listing children's activities and family events in Connecticut. This locally developed and operated service is designed to meet the needs of any type of local organization, from small to large, from art to zoos. **Kidtivity.com** offers the smallest organization access to inexpensive Internet Advertising.

**Monthly Traffic: 1.2M hits / 80K page views / 60K unique visitors**

In 2008, Kidtivity.com site visits increased 53%, proof of the growing interest in this online resource.

## Rate Sheet

OPPORTUNITY	STANDARD FEES	NON-PROFIT & EDUCATIONAL FEES
<b>Activity Listing</b> <i>(Web Page)</i> "Date Specific"	<b>MONTHLY</b> \$100 per 30-day period per activity. Renewable.  <b>ANNUAL</b> \$1000/year <i>Receive 12 months for the price of 10</i> "Featured" on Home Page \$50 bi-weekly or \$75/month	<b>MONTHLY</b> \$75 per 30-day period per activity. Renewable.  <b>ANNUAL</b> \$750 per year <i>Receive 12 months for the price of 10</i> "Featured" on Home Page \$25 bi-weekly or \$50/month
<b>E-Newsletter</b> Published Monthly <i>over 10,000 Subscribers as of 1/09</i> (additional issues: Feb/April/Aug/Nov/Dec)	<i>Complimentary for the first month</i>  <u>Additional Exposure</u> <ul style="list-style-type: none"> <li>• Featured Show or Featured Event \$150</li> <li>• Sponsor Logo \$150</li> </ul>	<i>Complimentary for the first month</i>  <u>Additional Exposure</u> <ul style="list-style-type: none"> <li>• Featured Show or Featured Event \$100</li> <li>• Sponsor Logo \$100</li> </ul>
<b>Event Calendar Listing</b>	<b>MONTHLY</b> \$50 "Submit-Your-Own-Event" up to 30-day period per event	<b>MONTHLY</b> \$50 "Submit-Your-Own-Event" up to 30-day period per event
<b>Organizational Listing</b> <i>(Web Page)</i> "Year 'Round"	<b>QUARTERLY</b> \$275 per 90-day period  <b>ANNUAL</b> \$1,000 per rolling 12 months	<b>Passport to Adventure</b> <i>For Museums and related Destinations</i> <b>ANNUAL</b> \$650 per rolling 12 months <i>Includes 12 Event Listings (Submit-Your-Own)</i> <b>Destination Name Only</b> \$100 <i>Ask for our kit!</i>
<b>Email Blast</b>	\$250 each mailing	\$200 each mailing
<b>Featured Show*</b>	\$200/month	\$150/month
<b>Ticket Giveaways*</b>	\$200 (See Ticket Giveaways page)	\$200 (See Ticket Giveaways page)
<b>Banners*</b>	\$200-\$400 each, dependent upon size, location, and availability	\$200-\$400 each, dependent upon size, location, and availability
<b>Sponsored Programs*</b>	By Reciprocal Advertising Agreement	By Reciprocal Advertising Agreement

\*Home Page Opportunities