

# The 8<sup>th</sup> Annual KidsEvents PARTY GUIDE

## Reaching both Fairfield & Westchester Parents

Via Web, Email, & Complimentary Distribution

We are the experts at putting the information parents NEED exactly where parents are looking for it, ONLINE on our easy-to-use, searchable website, and in PRINT, in our single topic bi-annual guides.

• 60,000 visits/month • 8,000+ newsletter subscribers • 20,000 printed guides

## ONLINE ALL clicks counted!

**Online Party ad:** Superior technology supports your 4 color display ad with 150 words of copy, "one click" email inquiries, direct links to your website, email this page to a friend functionality. Your ad is coded in multiple party subcategories as appropriate. CLICKS COUNTED!

**Event Calendar Posting:** Password access to our calendar is free for posting appropriate special events. CLICKS COUNTED!

**Email Promotion:** KidsEvents issues a special "party email" announcing the Publication of the Printed Party guide & linking to an online PDF. 8,000+ subscribers.

**Party Coupons & Discounts ad:** This special ad is featured in our Coupons and Discounts section, allowing to you offer discounts to cost sensitive parents.

**Online Article:** Submit an educational article of general interest to parents with links to your website from your author bio. CLICKS COUNTED!

**Useful Links Listing:** Parents will find a brief description of your company and a direct link to your website while browsing our town by town Useful Links section. CLICKS COUNTED.

**Welcome New Advertiser Box:** A text link to each new advertiser runs for 2 weeks in our "New Advertiser Box" featured on our heavily trafficked homepage. CLICKS COUNTED!

**Online Job Posting to Recruit Staff:** Submit a description of your staffing needs and we will run your ad in our Jobs for Moms section. CLICKS COUNTED!

## PRINT

**JUST Parties:** Our bi-annual "single topic" directory style 4 color glossy guide ensures that local parents pick-up our guide for the right reason - to find party places & entertainers. Your ad dollars are never wasted.

**Parties at a Glance:** The Print component of your package consists of a boxed listing under "Parties @ a Glance". Information includes your business name, location, ages served, web address, & phone number.

**Physical Distribution:** 20,000 copies, (10,000 per issue Oct/April) are printed. The complimentary distribution of our guides is by staff members (not guys on a truck), all year. To libraries, newcomers clubs, moms clubs, pediatricians, schools, events & more.

**Online Distribution:** In addition to the 20,000 hard copies of the guide, a PDF of the guide is available for download directly from the KidsEvents.com homepage (60,000 visits/month). And each party issue PDF is emailed to over 8,000 email newsletter subscribers.



### Party Themes:

Party planning & theme ideas are featured in the online PDF of the guide to help parents plan their children's parties.

Online/Print packages range from \$375 to \$650

Print Deadlines: Issue 1 - October 1, 2008 Issue 2 - April 1, 2009

Start ONLINE anytime



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