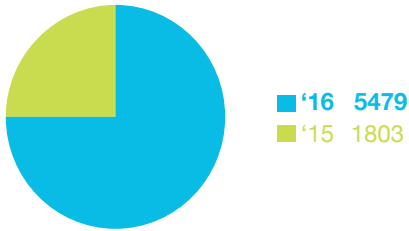


2017 Media Kit

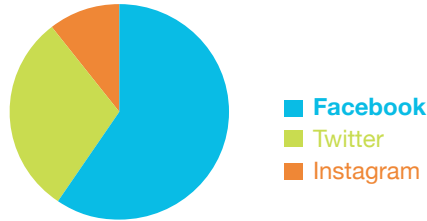


Website Traffic Analytics

Sessions
(Monthly Average)



Social Media
(Current Reach)



New Visitors
(Monthly Average)
'16 1500
'15 500

Page Views
(Monthly Average)
'16 32,215
'15 4704

Users
(Monthly Average)
'16 4244
'15 1449

Demographics

- 7,000 Subscribers (email list)
- 95% Connecticut female residents within central part of state - Hartford, New Haven, and Middlesex counties.
- Data on the ages of children within these families is increasing.

Long-term Advertisers

- Connecticut Science Center
- New England Air Museum
- The Bushnell Center for Performing Arts
- The Oakdale Theatre
- Feld Entertainment

Affiliations

- CBIA Greater Hartford Maker Faire
- March of Dimes Connecticut
- First Night Hartford

Monthly Rates

Home Page:

“Upcoming Activities” above the fold

- Double Ad 630x250 \$100
- Single Ad 300x250 \$ 75

“Seasonal Activities”

- Double Ad 630x250 \$ 75
- Single Ad 300x250 \$ 50

“Partners”

- Logo Placement \$100

Event Page:

- Event Listing \$ 50 (per month)

Marketplace:

- Single Ad 300x250 \$150 (3 months)

eBlast: \$250 (each mailing)

eNewsletter: \$100 (feature)

Multiple Month options available, please ask for a quote.
Ad units follow IAB standard guidelines.

The image shows three screenshots of the Kidtivity.com website with color-coded boxes indicating ad placement opportunities. The Home Page shows ad spots above the fold, in the 'Upcoming Activities' section, and in the 'Seasonal Activities' section. The Event Page shows ad spots for event listings. The Marketplace Page shows ad spots for marketplace listings.

2017 Media Kit



Instructions

Requirements:

- Complete the Ad Event Form found on Kidtivity.com
- Include a 300 px wide x 250px high Image (Single wide Ad)
- Include a 630 px wide x 250 px high Image (For Double Wide Ad)
- Provide an additional 1980 px wide x 790 px high Event Page Image

Images need to be in a png, jpg, or gif format, and may not exceed 64 MB in size.

A free Image resizing tool can be found at <http://resizeimage.net/>

Event Page

2017 Media Kit



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Marketplace:

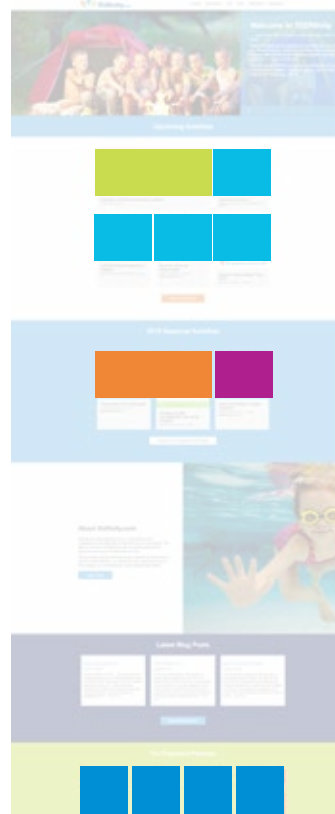
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Home Page



Event Page



Marketplace Page

