

2020 Media Kit



ChicagoKids.com

OVERVIEW

ChicagoKids.com launched in 2001 as the first web site of its kind in the Chicagoland area. Since that time, we have established a strong reputation as a leading, trusted source of information for local parents.

ChicagoKids.com focuses on places to go and things to do, with an emphasis on events and activities. Our audience is eager to get out and be active, and they're looking for special events, destinations, classes and other local resources.

We communicate with our audience through our web site, weekly newsletters, social media and community involvement.



The ChicagoKids.com web site is free for all, with special perks for our registered membership base.

- ChicagoKids.com delivers nearly 2 million annual page views
- Our opt-in subscriber list is nearly 11,000 and is regularly cleaned
- Engaged visitors average nearly four minutes per visit
- #1 Google and search engine domination since 2002
- Special member-only features used by over 27,000 registered users

Demographics



Media Coverage

ChicagoKids.com's expertise has been shared in major local media, including the Chicago Tribune, Chicago Sun-Times, WLS, WGN Radio, Chicago Magazine, WHERE Chicago, the Daily Herald, Beacon News, Courier News, Naperville Sun as well as on the radio and through multiple appearances on the popular local ABC tv show, Windy City Live.



WINDY CITY LIVE

sign in • register

Search Windy City LIVE Search

Home Topics Video Episodes Most Popular Tickets About

Family Fourth of July celebrations
2011-06-30
Looking for tons of fun AND fireworks? ChicagoKids.com founder Sue Zeiler tells Windy City LIVE the best places for the entire family to celebrate the 4th of July holiday this weekend in the 'burbs.

Chicago Winter Activities for Kids!
11/07/2012
We had the founder of Chicagokids.com on the show today to give us the latest on some great winter activities to do with your kids around the city.

Brand Experience

ChicagoKids.com has helped promote hundreds of major local and national brands over the years, providing impactful visibility for our advertisers to our highly valued audience of local parents.



Featured Business Listings

Promote your Classes, Camps, Parties and Destinations

Upgrade your free business listing to an enhanced “Featured Business” listing, our most powerful on-site business promotion. Get maximum exposure at a reasonable annual rate. With top Google rankings for nearly all of our site’s content pages, parents searching for a business like yours turn to our pages first.

Enhanced “Featured Listing”

Maximize your visibility on relevant pages – **Featured Listings get 10 times the views** as free pages.

Featured Listing includes:

Ad placement on your Subcategory Landing Page:

Place a visible ad on your subcategory’s landing page, ahead of the free listings. Enhanced listings are displayed in random order. This includes:

- A logo or image
- Up to 35 words of copy

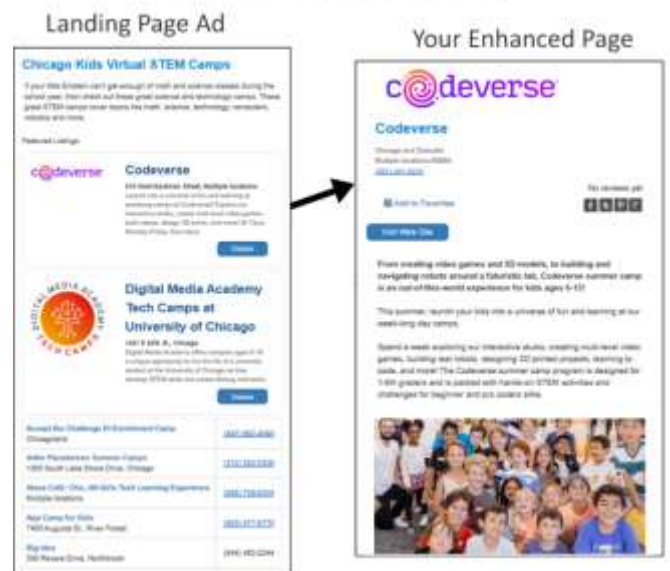
Individual Listing Page enhancement: (see image at right)

- Your large Logo at top of your listing
- 464x180 image – single image or collage
- Up to 500 words of formatted copy

Rate: \$595/year per listing/\$500 for additional subcategories.

COVID reduced timeframe: \$250/4 months + \$150 add’l listings. Or \$500/year / \$400 add’l listings.

Example: Featured Listing



Make it a Triple Play: Featured Listings for Classes, Camps and Parties!

Promote your Classes, Camps and Parties with a discounted Triple Play - This includes a listing in the Chicagokids.com Class Guide and Camp Guide, and on our party web site Basharoo.com. (includes bonus Party listing on our party site, Basharoo.com)

Rate: \$1400/year (20% discount!) **COVID rate:** \$1250

Site Advertising

Banner Advertising

Reach thousands of local parents with our highly visible, high impact banner ad placements on all pages of the web site.

728x90 leaderboard **\$10 CPM**
300x250 rectangle **\$8 CPM**
125x125 "Featured Sponsor" **\$200/month**
\$500 minimum buy for leaderboard and rectangle; minimum one month buy for 125x125 button.



Home Page Spotlight

Our Home Page Spotlight provides tremendous exposure on the highly trafficked Chicago Kids home page, which averages around 10,000 monthly page views.

The Spotlight is the most highly valued position available on the web site and is one of the first editorial features viewers see. Your content is incorporated into the trusted editorial of our site.

Rate: \$700/month or \$400/half-month

COVID rate: \$400/month or \$250/half month

A spotlight ad may run for a maximum of one month at a time.



Calendar of Events: Sponsor Banner

Place your 464x90 banner on all pages of our most popular content section, the Calendar of Events. Your banner will appear on the main page, and on all search and results pages, delivering nearly 25,000 monthly views.

Rate: \$250/month COVID rate: \$200/month



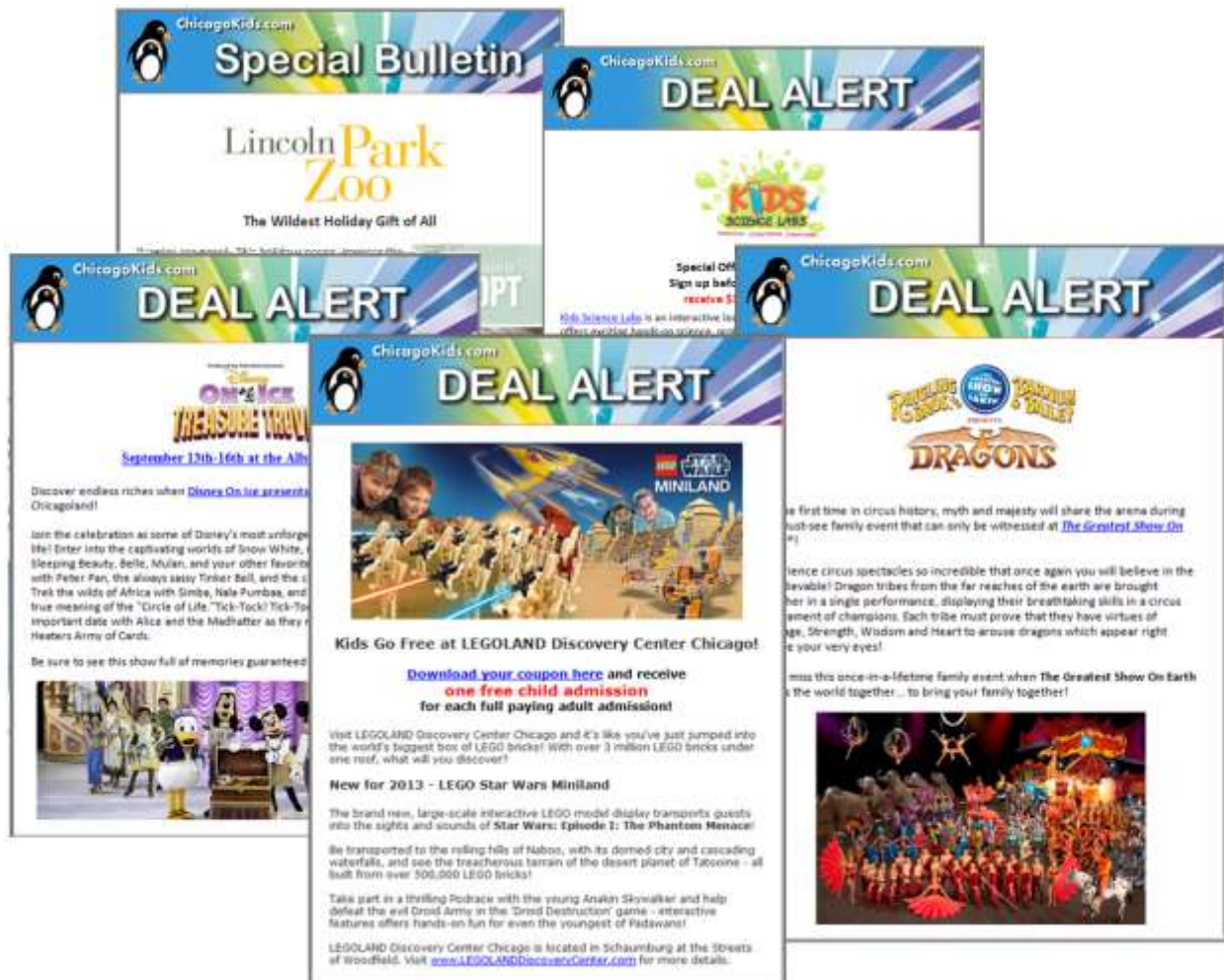
Dedicated Eblasts

Special Bulletins and Deal Alerts

Send your advertising message directly to our audience of parents who are eager to learn about the latest events, family activities, and special offers.

Delivering a deal? Our **Deal Alerts** arrive in recipients' in-boxes from "ChicagoKids.com Deal Alert," commanding attention and increasing open rates. Both our regular Special Bulletins and Deal Alerts deliver your exclusive content directly to our growing subscriber base, using your content and images within our template. Our dedicated eblasts have high unique open rates averaging 10-14%, performing best when paired with a special offer as a Deal Alert.

Rate: \$500/blast **COVID rate:** \$400/blast



Newsletter Advertising

Weekend Guide and Monthly “Deals” Newsletter

Weekend Guide

Our “Weekend Guide” newsletter is delivered every Thursday morning, highlighting activities and events taking place over the coming weekend. These newsletters have strong unique open rates of 9-14%.

Update - July 2020: We are temporarily doing our newsletter on Sunday evening with a focus on “The Week Ahead.”

Sponsor Banner

500x90 banner at top of the newsletter for high visibility and immediate impact.

Rate: \$200/newsletter

COVID rate: \$150/newsletter

Newsletter Copy Ad

Your ad incorporated into the newsletter’s editorial content for maximum exposure.

Rate: \$150/newsletter

COVID rate: \$120/newsletter

ChicagoKids.com Calendar Places to go Resources Blog

The MACHINE INSIDE by Field Media

Weekend Guide

Marvel Universe Live!

ChicagoKids.com Weekend Highlights:
September 11-13

September 10-13
Marvel Universe Live
United Center, 1901 W. Madison Street, Chicago
Marvel Universe LIVE! will captivate audiences with an authentic and original story that brings more than 25 Marvel characters together on one epic quest. The story is framed around the battle over the Cosmic Cube, the source of ultimate power and one of the most feared and coveted treasures in the Marvel Universe, that has been shattered into pieces by the Mighty Thor in order to prevent it from falling into the wrong hands. All ages. See web site for pricing and schedule. [Read more...](#)

Opens Saturday! September 12 - January 3
Three Little Kittens
Emerald City's Little Theatre, 2933 N. Southport Ave., Chicago
Three little kittens are on the hunt for their missing mittens and need your help finding them! Gather the clues and make new discoveries before Mother Cat comes home. With the promise of pie and the smell of a rat close by, this interactive spy story is the purr-fect way to introduce kids to the mystery and excitement of theatre. Ages 0-5. See web site for schedule. \$15, or \$8 for children under 1 year old. [Read more...](#)

Advertisement

Save up to 40% on tickets to Chicago Children's Theatre shows
Take advantage of this deal before our season begins! Become a subscriber and **save up to 40%** on tickets for the 2015-2016 season. Membership Passes provide flexibility and great benefits, including reserved section seating, no ticketing fees, and more! We have expanded our season from 3 to 6 shows for a variety of age groups, plus a holiday add-on. [Learn more](#)

chicago children's theatre

September 12
Dairy Day
St. James Farm, Winfield Road and Butterfield Road, Warrenville
Experience life on a dairy farm in the early 1900s. Visitors can help make butter the old-fashioned way, try milking Maggie the Milking Cow and see a hay elevator at work. Guided covered wagon rides along part of the "milk and newspaper run" of the former CASE Railroad will highlight the history of dairy farming in the region. All ages. 10am - 2pm. FREE. [Read more...](#)

Sponsor Banner
\$200

Copy Ad
\$150

Blog Post and Hot Topics

Our blog posts cover timely topics and have remarkable search engine traction. We update seasonal content annually, maintaining post URLs for continued, maximum search engine discovery and traffic. We promote the blog content on our home page, and with Hot Topics eblasts to our nearly 11,000 subscribers.

Promote your message with a banner button within the blog posts' targeted content, and prominently within the body of the accompanying Hot Topics eblast. **Rate: \$200**

The examples at right are of the Hot Topics eblast (left) and the Blog Post (right)

Rate: \$200

COVID rate: \$175 Book early!

Ads appear in order of booking date



July - December 2020 Blog Post/Hot Topics Editorial Calendar*

Publish Date	Topic	Materials Due
August 7	Back to School	July 31
August 14	Creative Classes	August 7
August 21	STEM Classes	August 14
August 28	Sports/Active Classes	August 21
September 4	Apple Picking Hot Spots	August 28
September 18	Birthday Parties #2	September 11
September 28	Halloween Guide	September 19
November 13	Holiday Guide (part of larger promo, see p. 10)	November 6
November 16	Tree Lightings and Festivals	November 9
December 4	Winter Break Camps/Activities	November 24
December 11	New Year's Eve	December 4

* Publishing dates are approximate and subject to change. Editorial content also subject to change.

Special Opportunities

We offer topical and seasonal promotional guides and packages to promote specific events and activities. Call for separate, more detailed promotional materials on the following opportunities. **Details and pricing to be addressed separately for second half of 2020 based on current conditions.**

Class Guides: Fall and Winter/Spring

Promote your seasonal classes with this package that promotes your banner on our home page and Class Guide main page, and in a topical Blog Post and “Hot Topics” eblast. Class Guide are promoted heavily on the ChicagoKids.com web site, and in our newsletters and social media.

Rate: \$500/season. **COVID rate: \$400/season**

Full Details: <https://www.chicagokids.com/classguide.pdf>

Winter Break and Spring Break Camp Guides

Promote your Winter and Spring Break Camps with this package that includes an enhanced Featured Listing in our calendar, plus a Hot Topics promotion that includes your information within a heavily promoted blog post and supporting Eblast. **Rate: \$250 per season. COVID rate: \$200/season**

Halloween Zone

Promote your Halloween events and activities in our highly popular Halloween Zone with an enhanced Featured Listing on the Halloween Happenings events page. The Halloween Zone serves up over 25,000 views and is promoted heavily on the ChicagoKids.com web site, in our newsletters and social media. **Rate: \$300**

Holiday Guide

Promote your holiday events and activities with a banner and description in our new Holiday Guide page, and a 130x130 banner in the “Featured Holiday Events” section on our main Calendar of Events page. The Holiday Guide is promoted heavily on our home page, in newsletters and on social media. **Rate: \$500**

Full Details: <https://www.chicagokids.com/HolidayGuide.pdf>

Theater Promotion Package

Upgrade your Theater production listing with a Featured Listing ad at the top of our Theater page. Enhance your production’s individual listing page with your logo, additional production photos and up to 500 words of description. **Rate: \$250/month.**

Ad Specifications

Banner Ads

Leaderboard: 728x90px
Rectangle: 300x250px
Featured Sponsor Button: 125x125px
Images: Static 72dpi .jpg or .gif format, 30k max.

Dedicated Eblasts

- Subject Line
 - Headline
 - Logo, 400x300px maxheight/width, static 72dpi .jpg, .gif or .png
 - Up to 500 words of copy
 - 520x180 static image, 72dpi - .jpg, .gif or .png
 - URLs for links
-

Home Page Spotlight

- Headline
 - Logo/image, 290px wide x 170px high
 - Up to 60 words of copy
 - URL
-

Calendar of Events Sponsor Banner

- 464x90 banner image, 72dpi
 - URL
-

Blog Post/Hot Topics

- 500x200 static image, 72dpi - .jpg, .gif or .png
- Headline: Up to 50 characters
- Description: Up to 120 words in paragraph format
- URL

Featured Listing

There are two parts to this listing:

1. Short Description – appears on your category landing page:

- Logo or image – static 72dpi .jpg.gif or .png, no larger than 180 pixels wide or 90 pixels high
- Text description – up to 35 words

2. Featured Enhanced Listing Page – the short description links to your individual, enhanced page

- Full contact information: Business name, address, city, state, zip, phone, URL
- Up to 500 words of copy
- Logo* – max 300x200px
- Image* – 464x180

* Images must be static 72dpi .jpg.gif or .png

Newsletter Advertising

Newsletter Copy Ad

- Headline
- 1 logo/image no more than 150px wide or 150px high
- Up to 60 words of copy
- URLs for your links

Newsletter Banner Ad

- 500x90 image in .jpg or .gif format
- URLs for your links

Monthly Promotional Email

- 280x200 72dpi banner
- Headline – up to 40 characters
- Description – 3 lines (approx. 80 characters)
- Single URL for link

Images should be in 72dpi .jpg or .gif format, 30k max, no animations.

For more information call (312) 222-4111 or email sue@chicagokids.com.