

mk MetroKids

Smart. Local. Parenting for the Delaware Valley.

MEDIA KIT 2024

metrokids.com



TARGET PARENTS IN THE DELAWARE VALLEY AREA

Print | Digital |   

p 215-291-5560 or 302-224-3020 | advertising@metrokids.com | MetroKids.com

Please submit ad materials to your sales consultant

2024 EDITORIAL CALENDAR



PUB DATE	THEME	DIRECTORIES	ADVERTORIAL FOCUS	SALES DEADLINE	CAMERA READY ADS DUE
FEBRUARY/ MARCH	Camps and Summer Programs Youth Arts Education Valentine's Day	Camps and Summer Programs, Education Guide Family Entertainment	School Open Houses Spotlight on Camps Camps	January 18	January 20
APRIL/ MAY	Health & Fitness/Sports Easter & Passover Pets Events Party Teachers of the Year, Mother's Day	Sports, Camp Party	Spotlight on Camps	March 15	March 17
JUNE JULY	Summer Fun with Expanded Calendar Pregnancy Father's Day Dental Health Special Needs	Pregnancy Guide Special Needs	Spotlight on OB/GYN & Pediatrics, Dentists/Orthodontists Spotlight on Special Needs	May 17	May 19
AUGUST SEPTEMBER	Back-to-School Education The Arts Dance Theatre	Open House Dates, Back-to-School Guide, Medical, Aftercare Arts, Education Guide	Spotlight on Preschool	July 12	July 14
OCTOBER NOVEMBER	Private Schools Halloween Happenings Pets Mom Health Resource Guide for Families of Children with Special Needs Preschool and Day Care Santa Sightings Charitable Giving National Adoption Month	Private Schools Open House Dates, Preschool and Day Care	Spotlight on Arts & Education Spotlight on Special Needs Spotlight on Preschool	September 13	September 15
DECEMBER JANUARY	Holiday Happenings Gift Guide Charitable Giving Family Health Camps Indoor Fun Readers' Choice	Holiday Gift Guide Overnight Camps	School Open Houses Spotlight on Camps	November 15	November 17

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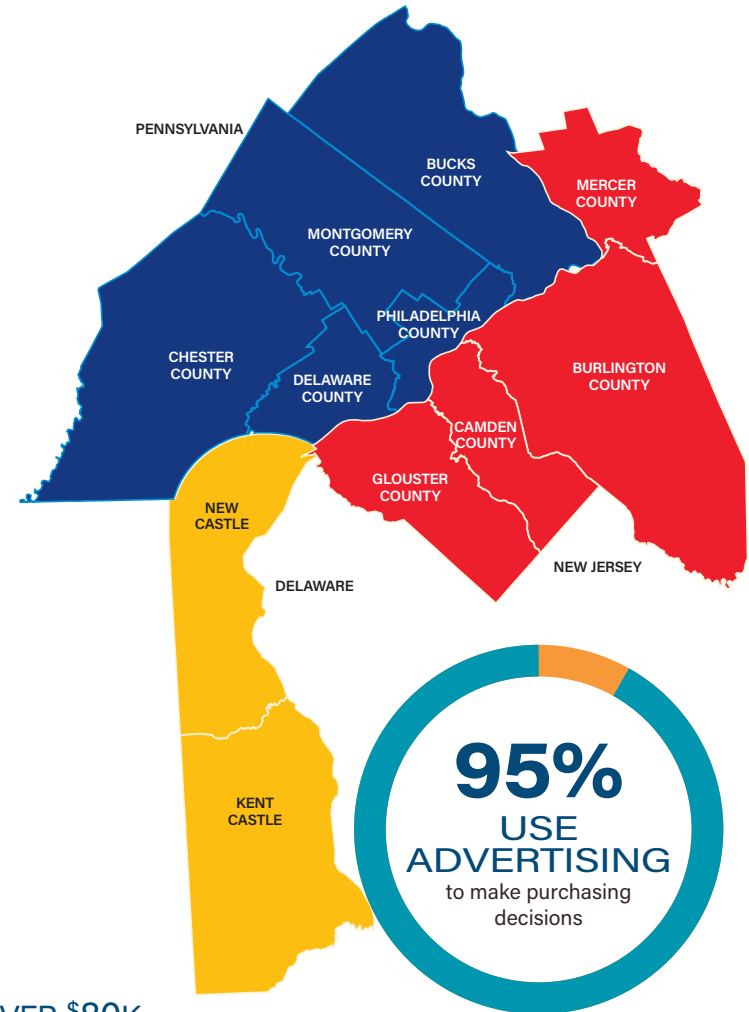
9200 Rumsey Road, Suite 215 | Columbia, MD 21045
215-291-5560, ext. 2 | midatlanticmedia.com

All themes subject to change.

AUDIENCE AND DEMOGRAPHICS

Each issue of MetroKids focuses on different topics that Delaware Valley parents need or want information on.

Print | Digital |   
metrokids.com



70% ARE FEMALE READERS

34% KIDS 0-2

68% KIDS 3-13

32% KIDS 13-17



63% HOUSEHOLD INCOMES OVER \$80K

39% HOUSEHOLD INCOMES OVER \$110K

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MetroKids is the #1 resource for southeastern Pennsylvania, Delaware and southern New Jersey parents and children.



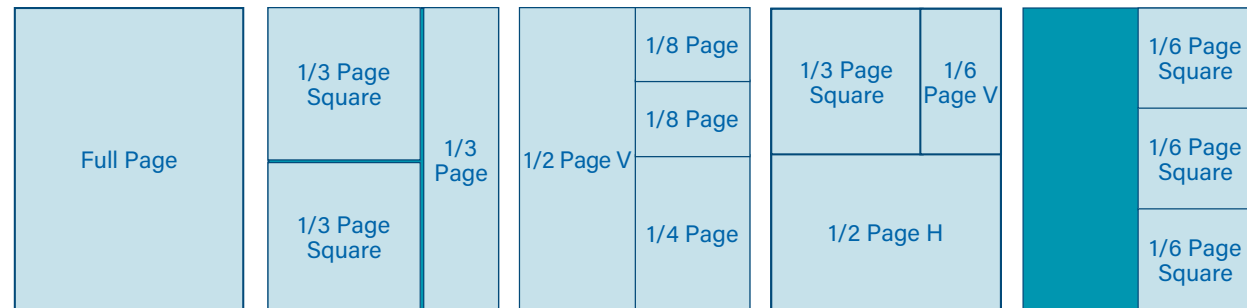
ADVERTISING RATES

Effective Jan 1, 2024

Size	Width" x Height"	1-2x	3-5x	6-11x	12x	ADD VIDEO	ADD SLIDESHOW
Premium Positions Inside Front, Inside Back, Back Cover	9.125" x 11.625" (Full page with bleed) 7.125" x 9.4375" (Full page/live area)	\$2500	\$2375	\$2250	\$2150		
Full Page with Bleed	9.125" x 11.625" (7.125" x 9.4375 live area)	2325	2200	2100	1995	\$500	\$250
Full Page	7.125" x 9.4375"	2325	2200	2100	1995	500	250
1/2 Page Horizontal	7.125" x 4.625"	1160	1100	1050	995	500	250
1/2 Page Vertical	3.5" x 9.4375"	1160	1100	1050	995	500	250
1/3 Page Square	4.75" x 4.625"	850	810	770	735		
1/3 Page Vertical	2.25" x 9.4375"	850	810	770	735		
1/4 Page	3.5" x 4.625"	590	565	545	515		
1/6 Page Square	3.5" x 3.0625"	440	415	395	375		
1/6 Page Vertical	2.25" x 4.625"	440	415	395	375		
1/8 Page	3.5" x 2.25"	325	305	290	275		

Trim Size of MetroKids is 8.125 x 10.625 | *All prices are per ad insertion.

DISPLAY AD SIZES



DEADLINES

The deadline for all advertising is the second Wednesday of each month.

PRODUCTION NOTES

Camera-ready art accepted by email. Ask your sales representative for a current list of acceptable formats and production guidelines.

DIGITAL ADVERTISING rates

EFFECTIVE JAN. 1, 2023

ONLINE ADVERTISING

WEBSITE ADS

JUMBO LEADERBOARD

728 pixels x 90 pixels

1 MONTH \$600

Jumbo leaderboard appears on the home page.

PREMIUM JUMBO TILE AD

300 pixels x 250 pixels

1 MONTH \$900

Jumbo tile ad appears as the tile at the top of the home page and all other pages throughout the website.

IN-ARTICLE ADVERTISING

468 x 60 pixels

1 WEEK \$750

4 WEEKS 600

12 WEEKS 450

26 WEEKS 300

52 WEEKS 150

These ads appear within an article on our website.

STANDARD TILE ADS

300 x 250 pixels

1 MONTH \$450

Tile ad appears on the home page and all other pages throughout the website.

ADDITIONAL WEBSITE OPTIONS

DIRECTORY LINK & LOGO

Adjustable size

1 YEAR \$600

Logo, URL and description.

DIGITAL SPOTLIGHT

Adjustable size

1 YEAR \$300

Photo, 100 word write-up and contact information.

WEB PACKAGE

1 YEAR \$900

Includes both Directory Link & Logo and the Digital Spotlight.

SPONSORED CONTENT

STORY

500 Maximum Words

1 MONTH \$400

The article title is listed on our home page for one month under "Sponsored Articles."

VIDEO

1 MONTH \$500

Up to 60 seconds

PROGRAMMATIC AUDIENCE EXTENSION

★ GOOD — 50,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 5 miles of your location
Keyword retargeting • **Geo-fencing** of up to 2 locations
Publisher site retargeting — **\$600 per month**

★★ BETTER — 75,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 5 miles of your location
Keyword retargeting • **Geo-fencing** of up to 4 locations
Publisher site retargeting — **\$900 per month**

★★★ BEST — 100,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 10 miles of your location
Keyword retargeting • **Geo-fencing** of up to 5 locations
Publisher site retargeting • **Advertiser site retargeting (requires pixel placement)** — **\$1,200 per month**

AD SIZES

320x50 300x50 300x250 728x90 160x600

**For a single business location only.*

***Client supplies five keywords for us to build from.*

****Geo-fencing can be competitor locations and/or ideal audience locations (parks, shopping centers, etc.)*

*****Three-month campaign minimum*

SOCIAL MEDIA

Width should not exceed 600 pixels wide or 1700 pixels in length

FACEBOOK AND INSTAGRAM \$250/POST

Image and short write-up.

EMAIL MARKETING

ELETTER

600 x 90 pixels

TOP BANNER AD \$299

BOTTOM BANNER AD \$249

PREMIUM EBLAST

\$750

30,000 targeted emails to parents with children pre-K to 8th grade.

EBLAST*

\$599

To our opted-in database

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*Must be JPG image, HTML or we can build it for you. HTML format: Client must supply the HTML. HTML page should be 600 pixels wide by unlimited depth. All images must be hosted by the client and embedded using full image path (i.e. http://sampledomain.com/images/Myimage.jpg). In-house build: Client must supply all images, text and links (URLs) for us to design the blast. Client should proof the text, as it will be copied and pasted as it was supplied to us. Client must supply a general layout. Because of how a web page appears is dependent on the end-user's computer, fonts used in these are very generic. Please choose Serif or San Serif only. You should supply the URL link and a subject line.