

FIELD TRIP

& Enrichment Guide

For Student, Group, Team & Family Outings

Presented by:



It's an **Integrated media campaign** targeting educators, homeschool groups, scout groups, community centers and more. We promote Field Trip Guide clients for 12 months with our custom Field Trip Guide print publication which is **mailed out to over 1,400 entities**, + our digital publication and web site are promoted with social media, event and email marketing for the entire year.

The **comprehensive, full-color resource guide** is filled with educational programs, after school activities, fieldtrip destinations, services, cultural arts & other resources for those **planning youth enrichment programs, group outings and field trips**. This promotion covers the Kansas City metro and outlying areas for a full year.

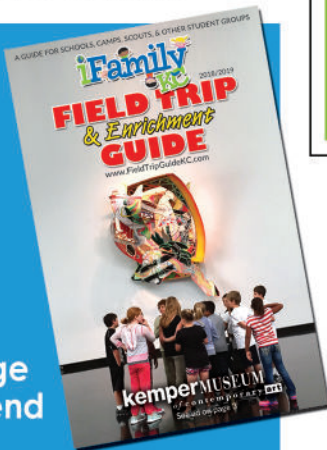
The integrated promotional approach combines our most effective tools to garner new clients for you.

The Field Trip & Enrichment Guide can be accessed year-round on the homepage of iFamilyKC.com AND on it's own url, FieldTripGuideKC.com. We also share the guide on our social media & feature the resources in emails to **over 20,000 KC educators, parents and families** multiple times over the year.

The Field Trip & Enrichment Guide reaches the active decision makers in **over 1400+ schools in the Kansas City Metro** as well as curriculum coordinators, program directors, home school coordinators, scout leaders and more.

Targeted Distribution:

- Public School
- Private Schools
- Home School Networks
- Curriculum Coordinators
- Libraries
- Community Centers
- Distributed at all of the large community events we attend each year
- Girl Scout/Boy Scout Council Offices



Full Page
4.75 x
7.625

1/2 Page
Horiz
4.75 x 3.75

1/2
Page
Vert
2.25 x
7.625

1/4 Page Horiz
4.75 x 1.875

1/4
Page
Vert
2.25 x
3.75

Advertising Rates Per Year:

Front Cover \$1,700
Back Cover \$1,500
Quarter Page \$450
Half Page \$750
Full Page \$1,300

What's Included with Advertising?

1. Full color Display Ad in print **and** digital publication. Digital publication has live link to your website.
2. Free landing page on www.iFamilyKC.com
3. Inclusion of your info and link in our Field Trip Guide recap article that gets tens of thousands of unique page views each year.

Cover Photo:

Our covers are Prime Real Estate! Purchase of the cover is available on a first-come, first-served basis at a cost of \$1,700. Photo must be approved by art department and meet specific graphic requirements. Cover is in addition to an ad inside the guide, not in lieu of an ad.

Graphic Design:

- Ad design INCLUDED in ad fee.
- Changes to subsequent ads priced accordingly.
- Camera-ready artwork is acceptable if provided as a high resolution PDF.



For More Information, Please Contact:

www.iFamilyKC.com

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