



## Welcome to iFamilyKC-iPetsKC!

We're excited to have you on board. We want to ensure that you get the most out of your advertising with us, so here are some helpful tips to keep in mind:

1. We make it easy for print advertisers to update their ads each month at no extra cost. Simply send us your new ad by the **10th of each month** and we'll take care of the rest. Your ad will be featured in both our monthly print publication and our digital magazine with a live link to your website. While the 10<sup>th</sup> is the deadline, it's never too early. So feel free to send new ads at your earliest convenience.
2. Don't forget to take advantage of our comprehensive online calendar by submitting your event details to **www.iFamilyKC.com**. Our calendar is widely viewed and promoted to our readers, followers, and fans in multiple ways. Just click the orange **"Submit an Event"** button at the very bottom of our online calendar page to submit your event details.
3. As a print advertiser, you'll also receive some **promotion on our social media** platforms as part of your package. While we can't guarantee a specific number of posts or shares, our social media team is always on the lookout for great content to share with our engaged audience of over 104,200+ parents in the KC area. If you have a new image or video, send it over! We will get it scheduled. If you're looking for even more social media exposure, we offer a separate **add-on package** that includes guaranteed posts on our Facebook, Twitter, Instagram, and Pinterest, along with a targeted Facebook ad.
4. Save big with our exclusive iFamilyKC Dedicated eBlasts which are available to print advertisers at a **50% discount**. These Dedicated eBlasts are solely about your business. This is a highly effective way to reach local families who have opted into our eNews list. Our open rate hovers between 38% and 42%. If you have a date or week that is going to serve you best, let us know early so we can reserve your preferred date(s) on our master calendar.

5. If you provide educational tours, services, or entertainment for students and other groups, don't miss out on our annual **Field Trip Guide**. This separate annual guide is mailed out each September to over 1400 schools, homeschool groups and community centers. It features prominently on our website, AND in all of our weekly emails, for 12 full months. This campaign includes print publication, digital publication, social media and email promotions of your Field Trip & Group outing resources. It has a low annual fee and is the perfect way to connect with educators, scout leaders, homeschool groups, churches, and community centers who organize group outings. Want to get in? Or have questions about our Field Trip Guide? Just reach out!
6. If at any time you have something over and above what is in your ad that you'd like us to promote, just email us the details. **We love being able to announce your new event, special offer, class, camp or offering.** We will get it out to our team to promote on social media and in one of our weekly emails.
7. Our Display Ad packages always include **your own page on our website**. If you ever have new information, images, video, locations, contact info or other content that you want us to add or edit on your page, just email it to us. Our team will get it edited and updated for you!
8. For your convenience, we offer easy payment options for monthly advertising fees. If you pay by credit or with debit card, your card will be charged on the 10th of each month prior to when the ad will run, and a receipt will be emailed to you. If you prefer to pay by check, we'll email you an invoice with a link to pay online on the 1st of each month. The invoice is due on the 10<sup>th</sup>.

We want to ensure that your advertising experience with iFamilyKC-iPetsKC is smooth and successful. Please keep in mind that ad and content deadlines are important, so be sure to submit everything by the designated dates, or early, to make sure we are promoting what you want and need.

If you ever have any questions, or a new idea, do not hesitate to reach out. We love to hear from you and our team is here to help.

Thank you for trusting us with your advertising needs,

**Shawna Allen and the iFamilyKC Team**