

Promote Your Field Trip Destination All Year Long — for One Low Annual Rate!

Be part of the Annual...

FIELD TRIP

& Enrichment Guide

For Student, Group, Team & Family Outings

Presented by:



This integrated, multi-platform media campaign connects your business with the **most active and influential decision-makers** planning youth outings in Kansas City & beyond — including educators, homeschool groups, scout leaders, program directors, and more.

One Simple Fee = 12 Months of Exposure

Your business is promoted for a full year across all of our top-performing channels. The one-time annual fee includes:

- ✓ **Print:** Featured in our full-color Field Trip Guide mailed directly to 1,400+ schools, homeschool groups, community centers, and youth organizations across the KC metro.
- ✓ **Digital:** Included in our interactive digital publication promoted via social, web, and email.
- ✓ **Online:** Live all year at FieldTripGuideKC.com and the homepage of iFamilyKC.com.
- ✓ **Social & Email Campaigns:** Repeated mentions throughout the year across our social media and to our email list including not only educators, but also parents, and PTO decision makers.

What Makes This Guide So Valuable?

Our Field Trip & Youth Enrichment Guide is a comprehensive, go-to planning tool for:

- Group field trips • Educational enrichment
- After-school programming
- Cultural arts and museum visits
- Homeschool and curriculum planning
- Youth group outings • Family Outings

It covers the entire **Kansas City metro and surrounding areas**, trusted and used by decision-makers year-round.

Targeted Distribution Includes:

- Public and Private Schools • Homeschool Networks
- Curriculum Coordinators
- Libraries and Community Centers
- Scout Councils • Youth Enrichment Leaders
- Plus: Hand-delivered to most of our monthly drop spots too!

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 **\$1,900**
Back Cover **\$1,700**
Quarter Page **\$525**
Half Page **\$825**
Full Page **\$1,450**

What's Included in Your Annual Package?

✓ **Full-Color Display Ad**
Appears in both the printed and digital guides. Digital version includes a live link to your website.

✓ **Custom Landing Page on iFamilyKC.com**

Your own dedicated page to enhance your visibility and SEO.

✓ **Inclusion in Our Field Trip Guide Recap Article**

This top-performing article draws tens of thousands of unique page views annually.

Prime Visibility Opportunity: The Cover Spot

Our front cover is high-impact real estate and is available on a first-come, first-served basis for **\$1,900**. Covers must meet graphic and content guidelines and are sold in addition to an inside ad.

Design Help? We've Got You Covered

- ✓ Professional Ad Design included in your fee
- ✓ Camera-ready artwork accepted (high-res PDF required)
- ✓ Revisions to ads are available at a small additional charge

Let us help you reach people who are actively planning and searching for enrichment opportunities for their kids — all year long — with just one simple annual investment.



For More Information, Please Contact:

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