



# Advertising with All Kids Network

All Kids Network is a thriving online community that attracts over 1.1 million unique visitors per month. Our visitors are parents and educators looking for good quality resources for their children and family. Imagine letting this audience know what your business has to offer. This is your prime opportunity to reach out to them and bring them to your web site! When you are ready, please contact us by calling **(888) 570-1024** or sending an email to [advertising@allkidsnetwork.com](mailto:advertising@allkidsnetwork.com).

## Network Statistics

Monthly	
Monthly	
Highly Engaged	
Websites	
Placements	

We currently support the following industry standard sizes:

Leaderboard Top	728 x 90 (468 x 60)
Skyscraper	160 x 600 (120 x 600)
Box	300 x 250
Leaderboard Bottom	728 x 90 (468 x 60)

The sizes above are our standards sizes. If you are interested in a size you don't see listed here, please inquire as we may be able to accommodate.

### Ad Creative

We accept all standard creative types including image, text, Flash and third party tags. We also offer design services if you need help with your creative. (please ask your sales rep)

Typical webpage layout with zones

The screenshot shows a webpage layout with several advertising zones. The main content area features a large 'PREVIEW' text and a call to action to login or register to download a printable worksheet. The layout includes a header with social media links, a sidebar with a search bar and navigation menu, and a footer with a copyright notice.



*Website Advertising Rates*

We currently offer each of our placements at the following rates. We do offer discounts for larger and longer term packages. We also offer pure CPM (cost per 1,000 impressions) based purchasing as well as flat rate monthly pricing. Please review the tables below to familiarize yourself with our pricing options and contact your sales representative if you have any questions. We also would be happy to put together a custom package for you.

*CPM Pricing:*

	Up to 500k Imp	500k to 1 Mil Imp	1 Mil to 2 Mil Imp	Above 2 Mil Imp
Leaderboard Top	\$4.00 CPM	\$3.60 CPM	\$3.40 CPM	\$3.20 CPM
Skyscraper				
Box				
Leaderboard Bottom				
<i>Flat Monthly</i>				
Leaderboard Top				%
	\$3,400	1,000,000		15%
	\$6,400	2,000,000		20%
Skyscraper	\$375*	125,000		
	\$700*	250,000		5%
	\$1,350	500,000		10%
	\$2,550	1,000,000		15%
	\$4,800	2,000,000		20%
Box	\$500*	125,000		
	\$950*	250,000		5%
	\$1,800	500,000		10%
	\$3,400	1,000,000		15%
	\$6,400	2,000,000		20%
Leaderboard Bottom	\$250*	125,000		
	\$475*	250,000		5%
	\$900	500,000		10%
	\$1,700	1,000,000		15%
	\$3,200	2,000,000		20%



## Email Advertising

### Overview and Placements

We have a very active subscriber base of over 150k users. We take great care to deliver quality content in the form of our regular bi-weekly newsletter. We offer one premium ad spot in each send that we do. We also can perform eBlast campaigns and take great care to limit the quantity to make sure we keep our user's happy and not overwhelmed with offers. We typically limit this to no more than 1 or 2 a month.

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### Rates

Newsletter Featured Spot	\$6 CPM
eBlast Campaign	\$20 CPM

### eBlast Campaign

bi-weekly newsletter

## Let Us Customize a Package for You!

Our sales team looks forward to working with you! We would love to opportunity to discuss your advertising needs and put together a custom package that includes the options that will work best for you. Please contact us by calling **(888) 570-1024** or sending an email to [advertising@allkidsnetwork.com](mailto:advertising@allkidsnetwork.com) for information or to reserve your advertising space today.