



GET NOTICED ON kwwkids.com!

Kwwkids.com is an online resource guide that was launched in June of 2007. It is designed specifically for Kitchener & Waterloo parents - **from prenatal to those with children up to the age of 12**. Kwwkids.com features a unique **event & program calendar**, a comprehensive **family outing & activity guide**, a seasonal **camp guide** and an extensive **birthday party guide**. The **business & organization directories** are organized by category making it easy for parents to find what they are looking for.

Website Statistics (Webtrends Log Analyzer)

Month	Visits per Month	Unique Visitors	Page Views per Month
June 2010	16,600 +	10,200 +	95,500 +
May 2010	12,300 +	7,100 +	72,900 +
April 2010	12,200 +	7,000 +	73,000 +
March 2010	19,400 +	11,600 +	122,000 +
February 2010	12,300 +	7,600 +	82,000 +
January 2010	10,300 +	6,000 +	67,000 +
December 2009	8,700 +	5,200 +	53,000 +
November 2009	15,600 +	10,100 +	92,000 +
October 2009	15,500 +	9,800 +	92,000 +
September 2009	11,000 +	6,400 +	70,000 +
August 2009	10,000 +	6,000 +	64,000 +
July 2009	15,000 +	9,700 +	92,000 +
June 2009	11,900 +	7,300 +	89,000 +
May 2009	9,000 +	5,500 +	76,000 +
April 2009	10,600 +	6,500 +	90,000 +

Join the kwwkids.com Business Directory and/or Family Outing & Activity Guide!

	Price per Year	Contact Info	150-word Description	Logo	Coupon	Articles	Calendar Listings
Basic Listing	Free	√	-	-	-	-	\$6.97
Premium Listing	\$67/year	√	√	√	√	3	12 Free

*

- Premium Listings are shown at the beginning of the directory.
- Your business will be featured in a minimum of 3 newsletters per year.
- Your business will be promoted through our [Facebook Fan page](#).
- Non-profit & charitable organizations that offer free services to families receive a premium listing at no charge.
- Your business is welcome to submit up to 3 articles for publication on kwwkids.com (subject to approval by KW Kids). Links to your articles will appear with your business listing.

Add Your Event/Program to the kwkids.com Online Calendar!

- ✓ A one-of-a-kind opportunity to get the word out by merging your schedule into the kwkids.com calendar! Each event/program is categorized by age and type (e.g., *Fitness for Children, Music Classes, Open Houses, Performances, New Parent Events, Prenatal Events, Parent Workshops, etc.*)
- ✓ Business that are open to the public every day can add their opening hours to the kwkids.com calendar
- ✓ The calendar can be accessed in numerous ways:
 - The Home page lists the current day's events & programs
 - Various look-up options (by date & age, by venue, by category) allow web visitors to narrow down their search
 - Various event & program pages (*New Parent, Prenatal, Performances, Cooking Classes, PD Days, etc.*) give your events extra exposure
- ✓ Your events will also be promoted through our [Facebook Fan page](#) and on [Twitter](#).
- ✓ Only FREE events & programs organized by non-profit and charitable organizations as well as fundraisers are listed at no charge.
- ✓ Each calendar listing costs \$6.97.

Promote Your Special Holiday Events on kwkids.com!

Be part of our **Special Holiday Events** pages!

The price includes being listed in our calendar (regular price - \$6.97)!

- Family Day (\$27)
- Easter Events (\$47)
- Halloween Events (\$47)
- Christmas Events (\$47)
- Maple Syrup Events (\$47)

Join the kwkids.com Birthday Party Guide!

- ✓ The birthday party guide has become a popular tool for parents looking for birthday party ideas in Kitchener/Waterloo and area.

	Price per Year	Contact Info	Full Details*
Birthday Party Listing*	\$127/year	✓	✓

* Full details include a birthday party description, details on food options, cost and registration, and a picture

Add Your Seasonal Camps to the kwkids.com Camp Guide

- ✓ The kwkids.com seasonal camp guide (*Winter Break, March Break & Summer*) is an easy-to-use tool for local parents to find camps for their children.
- ✓ The camp guide listing includes full details: a description, a picture, and details on food options, cost and registration

	Winter Break Camps	March Break Camps	Summer Camps
Camp Listing (1st Camp)	\$27	\$27	\$47
Camp Listing (Additional Camps)	\$10/Camp	\$10/Camp	\$17/Camp

Other Advertisement Options

	Specifications	1 month	Details
Top Banner Ad	H 90px * W 728px	\$75	Appears in rotation with 1 other ad on all kwkids.com web pages
Side Banner Ad	125px * 125px	\$50	Appears on all kwkids.com web pages

Newsletter Ad	125 words + image	\$30	Appears under <i>Sponsored Listings</i> . Emailed to over 2,800 subscribers approximately once per month.
Newsletter Banner Ad	Negotiable	\$30	Appears at various locations. Emailed to over 2,800 subscribers approximately once per month.
Newsletter Classified Ad	Max 50 words	\$10	Appears at various locations. Emailed to over 2,800 subscribers approximately once per month.

Sponsorship Opportunity

If you'd like to be associated with a parent guide that promotes community events & programs, consider becoming a kwkids.com sponsor! KWKids.com will take every opportunity to acknowledge its sponsors through all PR activities.

Format & File Sizes

- ✓ We accept most common types of graphic files for the web, including .jpg, gif, and flash ads.
- ✓ Banner ads & logos should not exceed 40 kb

Advertising Terms & Conditions

- ✓ Advertising program (incl. Pricing) is subject to change at any time without notice
- ✓ All prices are subject to 13% HST
- ✓ The acceptance of all ads is at the discretion of KW Kids
- ✓ Future website visitor numbers cannot be guaranteed

Contact Information

Please contact Jana Campbell at 519-571-8827 or jana@kwkids.com.