




fun US kids.com

A Fun 4 US Kids Website

2016
MEDIA KIT

OUR MISSION



*To provide the #1
resource for parents,
caregivers, and teachers
while providing
affordable advertising
for businesses in
local markets.*

WHAT WE DO

We help parents and caregivers stay "in the know" about all the fun things to do with kids in their community.

We accomplish this by providing a free website with a comprehensive directory of kids' activities, parenting resources and an online calendar of family friendly events in the local area.

The screenshot shows the Spacecoast Kids website interface. At the top, there's a date banner for June 21 and a 'TICKETS ON SALE NOW' button. Below that is a navigation bar with 'Home', 'Calendar', 'Submit', and 'Advertising'. A central section features the 'funspacecoastkids' logo and several activity icons: Kids Eat Free, Swim Lessons, Summer Camps, Frozen Treats, and Day Trips. There are also buttons for 'Events Calendar' and 'Weekly Newsletter'. A secondary navigation bar lists categories like Education, Fun Around Town, Parties, Programs & Classes, Sports & Recreation, Summer Camps, Tourist Resources, and What's Happening. Below this are several promotional banners for local events and parks. The main content area includes a 'Listing Search' bar and a featured listing for 'Cocoa Riverfront Park' with details on its amenities and contact information. A 'Listings' section shows filters for different areas (North Brevard, Central Brevard, South Brevard, Beachside) and lists other parks like Arc Park and Ballard Park. On the right side, there are vertical banners for 'Your Ad Here' and 'Calling All Kids!'.

The screenshot shows an online calendar for June 18, 2015. The calendar is color-coded by event type: Family Fun (blue), Shows, Concerts, Game (orange), Holiday Events (green), Ongoing Programs (purple), Library Programs (pink), Classes (light purple), Races, Walks, 5ks (red), Auditions (yellow), Pageants and Competitions (light yellow), and Informational (brown). The calendar shows events for each day of the week, including movies, fishing, nature programs, and sports events.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
	9:00 am Music & Movement with Baby: Studio Z 11:15 am Melbourne Beach Toddler Time 4:30 pm Little Yogis DA (Differently-abled)	9:15 am Premier Oaks Free Summer Movies 9:30 am Nature Nuggets: Rotary Park Nature Center 10:00 am Summer Story Hour: Palm Bay Library 10:00 am Carmike Cinema 54 Summer Movies	8:00 am LaPorte Farms Gone Fishing 9:15 am Premier Oaks Free Summer Movies 10:00 am Carmike Cinema 54 Summer Movies	9:15 am Premier Oaks Free Summer Movies 10:00 am Mommy and Me Storytime: DeGroodt Library 10:00 am Mommy and Me Open Gym 10:30 am Preschool Storytime: Wims Library	10:00 am Cinema World Free Summer Movies 10:00 am Father's Day Workshop at Locklear Studios 10:30 am Preschool Storytime: Wims Library 10:30 am Mimi's Crafts: Family Day	8:00 am Pineapple Kids Triathlon and Duathlon 9:00 am Nature Driving Tour: Merritt Island National Wildlife Refuge 9:00 am Junior Golf Clinic 9:00 am Home Depot Kids Workshop: Learn to Build a Load 'n Go Truck 9:00 am Butterfly Survey: Merritt Island National Wildlife Refuge
7	8	9	10	11	12	13
8:00 am LaPorte Farms Gone Fishing 10:00 am Cinema	9:00 am Music & Movement with Baby: Studio Z 10:00 am Summer	8:30 am All About Kids Chick-fil-A Palm Bay Rd 9:00 am Pizza Gallery	8:00 am LaPorte Farms Gone Fishing 9:15 am Premier Oaks 10:00 am Infant	9:15 am Premier Oaks Free Summer Movies 10:00 am Infant 10:30 am Preschool	10:00 am Cinema World Free Summer Movies 10:00 am Cinema World Free Summer Movies	7:00 am Health First's Free CPR Day and 5K Run 8:00 am Walnut

WHY ADVERTISE ONLINE

To connect your business to local moms. Our audience is primarily women between the ages of 25-44. Women are connected to the internet at home and on the go.

WOMEN ARE ONLINE

- To Get Information
- To Stay Connected
- To Shop
- To Check Things Off Their List
- To Get Me Time
- To Share Information



ADVERTISING TO WOMEN IS CHANGING

Yellow pages	is now...	Google / Bing / Yahoo
Desk Calendar	is now...	Online Calendar
411/Information	is now...	Online Search
Word of Mouth	is now...	Online Reviews
Newspaper	is now...	News Feeds, Social Media

WOMEN HAVE BUYING POWER

- Women account for 50% of the GDP
- Women influence 80% of all buying decisions in a home



WE ARE EVERYWHERE YOU WANT TO BE



Facebook Twitter Pinterest Instagram

Our site provides family resources and social media interaction making us the #1 resource for moms and the perfect place for you to advertise.

WHY ADVERTISE WITH US



WE IMPROVE YOUR ONLINE EXPOSURE

- Our site's SEO results are generally higher in keyword searches than local businesses.
- Each listing in our directory includes a logo, description, contact information, links to your website and Facebook page.
- We list all the family friendly businesses in the area for FREE.
- Want to stand out from your competitors? We have many advertising options that will help your business stand out above the rest.

WE ARE IN CONTACT WITH YOUR TARGET AUDIENCE

- With a wealth of information that changes with the seasons (and sometimes by the day), our audience returns on a regular basis to stay up to date.
- We post regularly on social media pages and engage your audience.
- We send a weekly email blast that provides details about weekend events and ongoing programs.

WE ARE AFFORDABLE

- We provide affordable advertising with lots of options for ad placement to meet any budget or desired level of visibility on the website.
- Most ad spaces are available for less than \$100.
- We offer discounts and package deals to nonprofits.

LOTS OF FREE EXTRAS

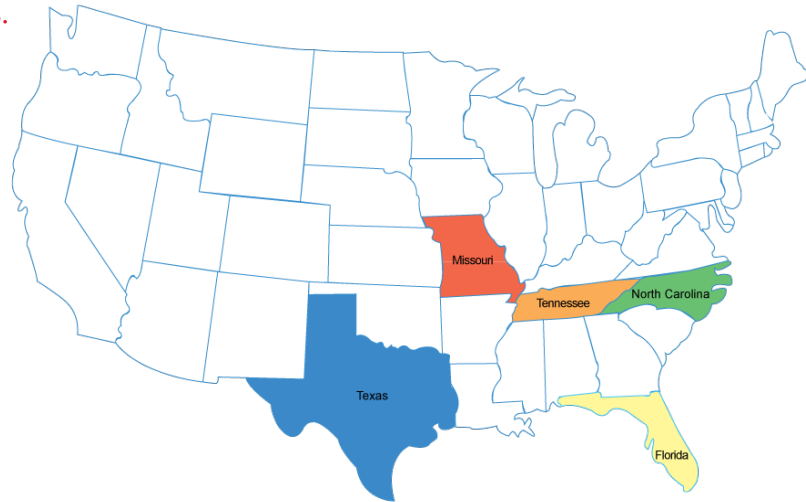
- Adding or updating your listings is FREE
- Ad design is FREE
- Social media "shout outs" for advertisers is FREE with links to your social media page
- When out in the community, we are delighted to share your promotional material for FREE
- Want to run a giveaway to promote your business or event? It's FREE with paid advertising

FLEXIBLE TERMS

- You never have to feel trapped into advertising long term with us. Pay by the month and cancel at any time, or take advantage of our pre-pay discounts and save!
- Update your ad image anytime
- Your ad can be online within 24 hours
- We offer flexible ad run times.

OUR NETWORK OF SITES

Since the launch of Fun 4 US Kids in 2013, we have steadily grown towards the goal of a nationwide network of family friendly, locally oriented and community minded websites. Whether you are a parent living in the community, moving to a new town or vacationing, you will be able to find kids' events, activities, and programs.



Florida

Alachua County, Fun4GatorKids
Brevard County, Fun4SpaceCoastKids
Citrus and Hernando County, Fun4NatureCoastKids
Clay and Bradford County, Fun4ClayandBradfordKids
Duval County, Fun4FirstCoastKids
Hillsborough County, Fun4TampaKids
Lake and Sumter County, Fun4LakeKids
Leon County, Fun4TallyKids
Marion County, Fun4OcalaKids
Orange County, Fun4OrlandoKids
St. Johns, Flagler and Putnam Cnty, Fun4AuggieKids
Sarasota and Manatee County, Fun4SRQKids
* Seminole County, Fun4SeminoleKids
* Fort Lauderdale and North Broward County, Fun4SoFLKids
Volusia County, Fun4DaytonaKids

North Carolina

Mecklenburg County, Fun4CharlotteKids
Wake County, Fun4RaleighKids

Missouri

St. Louis, Fun4STLKids

Tennessee

* 9 Counties, Fun4WestTennKids

Texas

Dallas County, Fun4DallasKids

You can advertise on one site to reach a local market, multiple sites for regional marketing, or on all sites for national marketing. Fun 4 Us Kids' network of websites has a variety of advertising spaces for a range of targeted marketing. You can advertise site-wide to target all families, in a group of pages that are for your general business market or on a page specifically dedicated to your type of business.

* Site is coming in 2016

OUR ADVERTISERS

SOME OF OUR NETWORK ADVERTISERS



WHAT OUR ADVERTISERS LOVE ABOUT US

"I have advertised in many different formats, but using Fun 4 Ocala Kids has been not only a productive method, having in one month received numerous inquiries, but it is economical and working with Jessica is a pleasure. It is the best way to reach the community for activities involving children!! "

– Mary Drudge,
Music Teacher

"In one year you (Fun4FirstCoastKids) are sending the same traffic to our site than your closest competitor, for eleven times lower cost! How do you do it? Do you work all day and night?"

– Pump it Up

"Advertising with Fun4GatorKids was the best decision I made when my business was first starting out. I thought I couldn't afford to advertise, but the price is so reasonable considering all that it included! I don't just get an ad spot on a website, Kathy represents my business at events, posts about my business on social media, and recommends us when anyone is looking for childcare. Kathy truly supports my business and goes the extra mile every chance she gets. Now that Twinkle Toes has grown to cover 4 markets, we are lucky enough to have a fun4uskids site in all of those cities (Gainesville, Jacksonville, St. Augustine and Tampa)! Our first stop when opening in a new location is to the local fun4uskids site so that we can place an ad and continue to get that support."

– Kristy Bickmeyer, Owner
Twinkle Toes Nanny Agency

"I wanted to share what a pleasure it has been these past few months to get to know and work with Charlotte and Christy, their businesses (Fun4LakeKids and Fun4SpaceCoastKids) and your brand. I was a publisher for Macaroni Kid (South Lake) for 3 years and I stepped back to focus 100% on CTC; my brand that I started in 2010. I know what publishing a community newsletter takes. I know what it takes to give back and connect with community, and Charlotte and Christy are doing it with excellence and I am thrilled at the partnership we have built in recent months and the budding friendships we are cultivating. I am hopeful to do the same with the publisher of Orlando when they go live, as well."

– Melinda J. Gill,
Cradle to College, LLC