



Drives Response That You Can Measure

ColoradoKids.com is a statewide network of over 20 online family guides covering key markets in Colorado. Each advertising package includes local and statewide web sites – all connected through unique search engine optimization that is essential for marketing your business on the web. Every month, 70,000 parents visit the websites looking for family and children's activities, schools, events, sports programs, cultural programs, discount coupons, and parent referrals on all of the above.

Here is how it works:

- **Website Click-throughs:** We link parents directly to your web site.
- **Direct Lead Generation:** Customers email you directly, expanding your prospect list.
- **Online Coupon:** You receive a password and make unlimited modifications to test different special offers.
- **Special Event Calendar:** Upload your events to our Calendar to reach parents constantly looking for family activities.
- **Photo Gallery:** Your photos will run in rotation on the website, each includes caption and a link to your website.
- **Monthly eNewsletter Marketing:** Reach 25,000 subscribers.
- **Seasonal Home Page Features:** Summer, Back-to-School, Halloween and Holiday Guides.



We Do Social Networking for You

Parent Referral Network: One of our Mom Bloggers will visit your business and publish a story for distribution on our local and national network as well as on her blog network.

Twitter: Your coupons, events, and reviews are tweeted through multiple twitter accounts.



US Family Guides National Network

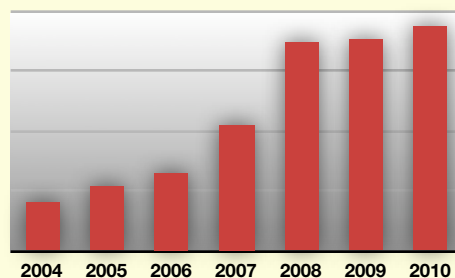
- ColoradoKids.com is part of a national network of over 400 websites reaching parents in all states, major cities, and national attractions.
- Each website features national portals in the following categories:
 - **Summer Camps – USCampGuide.com**
 - **Family Vacations – USFamilyVacationGuide.com**
 - **Birthday Parties – USBirthdayPartyGuide.com**
 - **Childcare – USChildCareProviders.com**
 - **Education – USKidsEducation.com**
 - **Online Coupons – USFamilyCoupons.com**
 - **Family Dining – USFamilyDining.com**



Advertisers are automatically included in the national portal that pertains to their business.

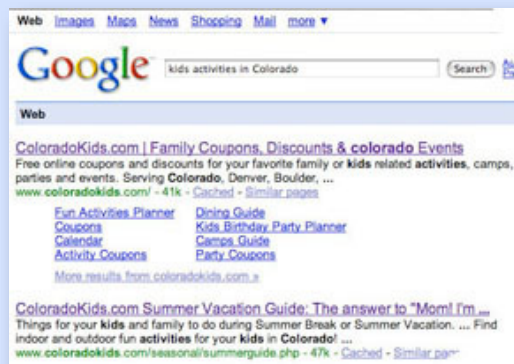
Colorado's Online Family Guides

- Twenty-one regional, plus the statewide site, reach half of all Colorado households with children.
- **One Million Unique Visitors in 2010**



- An average of 13,500 pages are viewed DAILY - averaging seven pages per visit.
- **Monthly Average: 70,000 parents, teachers, and consumers.**

ColoradoKids.com has Top Ranking on Google. No other Colorado family media has this status. Advertising on our sites increases your ranking as well.



ColoradoKids.com Demographics:

- 95% are married with children.
- \$95,000 is the average household income.
- 75% are professionals.
- Average number of children is 2.
- Average age group: 20-54.

First Step: You automatically receive ColoradoKids.com for statewide coverage NOW choose your local website:



Aspen
Black Canyon of the Gunnison
Boulder
Colorado Springs
Crested Butte
Denver
Durango

Estes Park
Glenwood Springs
Grand County
Great Sand Dunes
Mesa Verde
Mountain Area
Northern Colorado

Pueblo
Rocky Mountain
Steamboat Springs
Summit County
Telluride
Vail
Western Slope

Second Step: Choose a Marketing Program

Banners:

Overall site banner appears on all pages and links to your website ↘



Tile banner appears in a Guide, e.g. Party Guide, or on Coupons, Calendar, Planner, or Forum pages and links to your website.

Listings:

Each listing links to your website and email

Your business is mapped out

Your City

Your Phone Number

Your Parent Referral Review is linked to your listing

Your 60-word description sells your business

Your Special Offer Coupon with Printable Pop Up. Each time you modify your coupon it is tweeted to our Twitter followers.

"ColoradoKids.com is the number one referrer to our web site out of all our advertising."

David Secunda, Director,
 Avid 4 Adventure

Third Step: Start receiving Planner Prospects in Your In-box

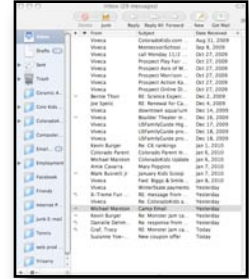
When a customer wants information on Birthday Party venues they choose the appropriate Planner.



They submit information about their Party needs.



Advertisers in the Party Guide receive the inquiry in their in-box.



Fourth Step: Start Marketing Your Events

Submit all of your events to our Calendar. Each event posting is tweeted to our Twitter followers.



Specially designed event marketing packages are available for an additional fee. Launched 45 days prior to your event, the package includes:

- Home page tile banner
- Listing in Fun Things to Do with event description and coupon
- Event Calendar and Home page Scrolling Calendar Listing
- Feature in timely KidsScoop eNewsletter
- Event Ticket Contest (optional)

Fifth Step: Increase Web Traffic

Submit images of your business and activities to run in rotation on the Home pages and Guides.



Sixth Step: Seasonal Marketing

Submit information on your seasonal special offers and events to be included in our Home page Seasonal Guides.

Summer Camps	February through April
Summer Activities	May through July
Back to School	August through September
Halloween	October
Holiday	Mid-November through December

"This is the best marketing program we do - of course we'll renew."

Gymboree Play & Music - client since 2002

Click throughs to Website: 4,258 (nearly 12 Parents EVERY DAY)

Coupon Downloads: 828

Direct Email Leads: 1,711

Seventh Step: Reach 25,000 Subscribers to KidsScoop Newsletter

Every month, KidsScoop eNewsletter features that month's events. And, each month targets a different segment of the market to help reach your target customers.

January	Winter Vacations and Activities	July	Party Guide
February	Summer Camps	August	Back-to-School Guide
March	Parent Resources/Restaurant Guide	September	After School Programs
April	Summer Activities	October	Halloween Guide
May	Just for Moms	November	Museums and Educational Activities
June	Child Care Guide	December	Holiday Highlights and Shopping



Rates and Advertising Material Specifications: based on annual contract

Title Banner Specifications & Rates:



- Each tile banner includes top placement on chosen page and is linked to your website.
- Each banner may have up to 5 rotating pictures.
- As a complimentary service we will design and produce your banner for free.

Title Banner Specifications:

- 120 pixels x 90 pixels
- Maximum file size: 50 Kb
- Formats: gif or jpeg only. No flash.

Title Banner Rates vary by website:

ColoradoKids Placement:

- \$995/year on Guide page
- \$795/year on Category, Coupons, Calendar, Planner, or Forum pages

DenverKids Placement:

- \$795/year on Guide page
- \$495/year on Category, Coupons, Calendar, Planner, or Forum pages

BoulderKids Placement:

- \$595/year on Guide page
- \$395/year on Category, Coupons, Calendar, Planner, or Forum pages

WesternColoradoKids, NorthernColoradoKids, and

PikesPeakKids Placement:

- \$495/year on Guide page
- \$295/year on Category, Coupons, Calendar, Planner, or Forum pages

All other Colorado regional websites upon request

Listing Specifications & Rates:



Each listing includes:

- 60-word description
- Your Logo
- Link to your website
- Link to your email
- On-line coupon
- Routing of Qualified Planner leads
- Phone number
- MapIt link

Logo Specifications:

- Maximum width: 100 pixels
- Formats: jpeg, gif, eps, pdf or tif

Listing Rates:

- 1 listing: \$895/year
- 2 listings: \$695/year per each
- 3 listings: \$595/year per each
- 4+ listings: \$495/year per each

Email Newsletter Marketing Programs:

Banner and Listing Specifications same as website specifications.

Newsletter Rates:

- Overall Banner Rates: \$895/ mailing
- Category Banner: \$695/ mailing
- Listings: \$295/ mailing



Event Marketing Specifications and Rates:

Launched 45 days prior to your event each campaign includes:

- Home page Tile Banner
- Listing in Fun Things to Do (same as Listing Specifications minus Planner leads)
- Feature in timely KidsScoop Newsletter
- Event Calendar Listing
- Home page Scrolling Calendar Listing
- Event Ticket Contest (optional)

Logo Specifications:

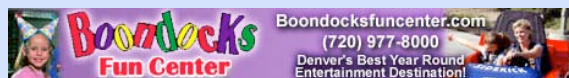
- Maximum width: 100 pixels
- Formats: jpg, gif, eps, pdf or tif

Tile Banner Specifications:

- 120 pixels x 90 pixels
- Maximum file size: 50 Kb
- Formats: gif or jpeg only. No flash.

Event Marketing Rate: \$600

Overall Site Banner Specifications & Rates:



- Each overall site sponsorship rotates at the top and bottom of each page of the ColoradoKids website.
- There are a total of 8 spots available for maximum exposure throughout the year.
- As a complimentary service we will design and produce your banner for free.

Overall Site Banner Specifications:

- 468 pixels x 60 pixels
- Maximum file size: 120 Kb
- Formats: gif, jpeg or flash

Overall Site Banner Rates: \$3,800/Year

ColoradoKids.com Listing Categories

After-School Activities

- Arts and Crafts
- Culinary
- Dance
- Enrichment
- Music
- Scouting
- Sports & Fitness
- Tutoring

Arts for Kids

- Art
- Crafts
- Culinary
- Dance
- Music
- Theatre

Camps Guide

- Art Camps
- Day Camps
- Educational Camps
- Group Camps
- Overnight Camps
- Religious Camps
- Special Needs Camps
- Sports Camps
- Travel Camps
- Wilderness Camps
- Boy Scout Camps
- Girl Scout Camps

Childcare Guide

- Baby Sitting
- Daycare/ Preschool
- Drop In/School Break
- Nanny Agencies
- Special Needs

Dining Guide

- Kid Friendly Restaurants
- Kids Eat Free
- Meals To Go

Education Programs

- Educational Activities
- Enrichment
- Libraries
- Teacher Resources
- Schools
- Tutoring

Field Trips

- Animal Adventures
- Attractions
- Museums
- Nature/Geology

- Overnight
- Planetarium
- Seasonal
- Technology
- Theatre/Arts
- Transportation

Fun Things To Do

- Attractions
- Fun Centers
- Museums
- Nature and Geology
- Performances
- Sporting Events

Memberships

- Family Memberships
- Kids Clubs

Just for Moms

- Business Opportunities
- Crafts & Classes
- Lunch & Outings
- Maternity
- Mother's Helpers
- Spas & Salons

Parent Resources

- Business Opportunities
- Child Safety
- College Investing
- Financial Services
- Foster Care
- Hair Cuts
- Health & Fitness
- Home & Garden
- Insurance
- Investing/Finances
- Medical Services
- Orthodontics
- Photography
- Special Needs

Kids Party

- Birthday Gift Ideas
- Cakes/Caterers
- Entertainers
- Event and Party Planners
- Party Packages/Places
- Party Supplies/Rentals

Lodging

- Kid Friendly Lodging
- Lodging

Schools

- Kindergarten/Preschools
- Language

- Montessori Schools
- Private Schools
- Special Needs
- Teacher Resources
- Tutoring

Shopping Mall

- Book Stores
- Clothing Stores
- Music Stores
- Nutrition
- Online Stores
- Play sets
- Safety Products
- Specialty Shops
- Toy Stores

Sports Programs

- Baseball
- Basketball
- Cheerleading
- Equestrian
- Fencing
- Golf
- Gymnastics
- Martial Arts
- Professional Sports
- Skating and Hockey
- Skiing and Snowboarding
- Soccer
- Swimming
- Tennis

Summer Fun

- Biking
- Camping and Hiking
- Fishing
- Horseback Riding
- Rafting and Kayaking
- Summer Camps
- Summer Sports
- Swimming

Teacher Resources

- Field Trips
- Teacher's Education
- Teaching Supplies
- Tutoring

Winter Fun

- Ice Skating
- Indoor Activities
- Skiing and Snowboarding
- Sledding and Tubing
- Snowmobiling
- Swimming

"We tracked over 10,000 ColoradoKids.com online coupons redeemed at the ticket gate this summer."

That translates into over a \$400,000 return on investment from their ColoradoKids program.

Cindy Hann, Marketing Director,
Elitch Gardens, Denver

To learn more about USFamilyGuide's local, regional, and national network, please contact:

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