

MetroFamily's COVER KIDS SEARCH

Media Kit 2023

**MetroFamily Magazine is on the hunt
for our next Cover Kid Stars!**



**Reach new customers by
joining us in promoting
this Cover Kids Search!**

How the contest works:

- Parents submit photos of their kids ages 4-12 between July 17-August 31 — that's 6 weeks of promotional exposure for your business!
- The public votes for their favorites from September 1-10 with the top five vote-getters in each Cover Kids group being invited to a virtual interview with a personality panel to gauge their personality and interests.
- The most captivating kiddos from each age group and sibling category will be chosen to appear on five of our covers during the 2024 calendar year!

Put your business in front of active, engaged, local families! Cover Kids is a fantastic branding and awareness opportunity, providing 2 months of exposure to our 119K moms & dads who regularly engage with MetroFamily via our award-winning print magazine, daily emails, resource-heavy website and social media platforms.



Sponsorship benefits at a glance:



Presenting Sponsor

One available

- **MAXIMUM EXPOSURE!**
- Premier logo inclusion in all locations possible
- Tagged in all social media possible
- Access to registered contest email list (opt-ins only)
- **Ad package including:**
- Full page ad in issue of choice
- E-blast sent to over 25K e-news subscribers
- E-newsletter ad & billboard website ad
- *Your cost is \$2,999 (Ad value alone is \$4194; save 28%)!*

Brand Builder Sponsor

Two available

- Mid-tier logo inclusion
- Access to registered contest email list (opt-ins only)
- **Ad package including:**
- Half page ad in issue of choice
- E-newsletter ad & one-month website ad
- *Your cost is \$1,999 (Ad value alone is \$2495; save 20%)!*

Basic Sponsor

Three available

- Access to registered contest email list (opt-ins only)
- **Ad package including:**
- Third page ad in issue of choice
- E-newsletter ad & one-month website ad
- *Your cost is \$1,299 (Ad value alone is \$1597; save 18%)!*

The numbers:

- 14K print issues; approximately 32K readers.
- 25K e-news subscribers; 40% average open rate
- 300K monthly page views on our website with average view of web ads being about 30K+/month
- Over 45K social media followers (Facebook/Insta/Twitter)

Don't miss out on Cover Kids!

Sponsor this popular contest and receive fantastic marketing and branding perks!



Check out the sponsorship levels below then call us by the deadline of June 19!

2023 Cover Kids Sponsorship Opportunities	Presenting Sponsor 1 available COST: \$2,999	Brand Builder Sponsor 2 available COST: \$1,999	Basic Sponsor 3 available COST: \$1,299
Print Advertising Benefits			
Your ad in one print issue of MetroFamily Magazine. Your choice of issue, within 6 months of the contest	Full Page \$1899 value	1/2 page \$1299 Value	1/3 page \$900 value
Digital Advertising Benefits			
e-newsletter ad (your ad sent in one of our every-weekday email newsletters)	800X400 \$299 value	800X400 \$299 value	300X250 \$199 value
Premier logo placement and mention as the Presenting Sponsor in all possible print and digital ads	<input checked="" type="checkbox"/>		
Access to registered contest email list	Included \$249 value	Included \$249 value	Included \$249 value
Description and logo on pre-event and post-event email	Top-tier Placement	Mid-tier	
Dedicated e-blast (your specific ad/email sent to our 21K+ e-news subscribers)	Included \$899 value		
MetroFamily Website Advertising Benefits			
Logo inclusion with link on website on contest landing page	Logo featured Top-tier Placement	Top-tier under presenting	Mid-tier
Web ad on metrofamilymagazine.com	970X250 10 days \$549 Value	300X600 One Month \$349 Value	300X250 One Month \$249 Value
Social Media Benefits			
Name included in sponsor list on Facebook event page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media Thank you post	Included \$299 value	Included \$299 value	
Social media mentions pre-, during & post-contest	<input checked="" type="checkbox"/>		
First right of refusal for sponsoring next year	<input checked="" type="checkbox"/>		
Opportunity to contribute a free product/service, home activity download and/or admission ticket(s) to all participants.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TOTAL VALUE OF PACKAGE	Value \$4194	Value \$2495	Value \$1597



Dana Price • dana@metrofamilymagazine.com • 405-306-9935
Casey Shupe • casey@metrofamilymagazine.com • 405-535-6179
Sarah Taylor • sarah@metrofamilymagazine.com • 405-818-5025