

# FUN 4 GATOR KIDS

fun4gatorkids.com



## ABOUT OUR SITE

Fun 4 Gator Kids is a family calendar / directory website for families in and around Gainesville, FL. We list everything there is to do with kids in and around Alachua County,

We offer affordable advertising options to meet any budget or desired level of visibility on our website, as well as social media, email newsletter, and giveaway promotions.

**100,000+**

PAGE VIEWS/MONTH

ALL from people looking for family activities and resources around Gainesville

**68K+**

FB FOLLOWERS

Mostly moms living in and around the Alachua County area.

**13K+**

EMAIL SUBSCRIBERS

Emails are sent 3-4 times per week

## CONTACT INFORMATION

**Kathy Stewart**

352-514-8903

kathy@fun4gatorkids.com



Fun 4 Gator Kids is the founding member of the Fun 4 US Kids franchise.

If you are interested in promoting your business beyond the Gainesville area, ask us about a group deal. We have 18 sites in Florida, plus sites in the following markets: Raleigh, NC, Charlotte, NC, San Antonio, TX, and St. Louis, MO.

# TOP BANNER ROTATOR AD

MOST VISIBLE AD SPACE ON THE WEBSITE

**\$195/WEEK OR \$750/MONTH**

g10x90 pixels - Desktop | 300x250 pixels - Mobile

Visible at the top of EVERY page and EVERY listing on the website.

On desktop, the rotator is pinned to the top.

Limited to 12 advertisers.

May be a static image or an animated gif



# HOME PAGE AD

DISPLAY ON THE HOME PAGE

**\$125/WEEK OR \$425/MONTH**

900x300 pixels - Slider | 200 x 300 pixels or 728 x 90 pixels

Home Page Slider - Largest Ad Space on the website.

Displays in a rotator on the home page.

Limited to 12 advertisers

Home Page Static Ad - Displays below the welcome area on the home page PLUS these areas as well

- At the top of every section where no ads are sold
- At the top of every static page
- At the top of all directory search results

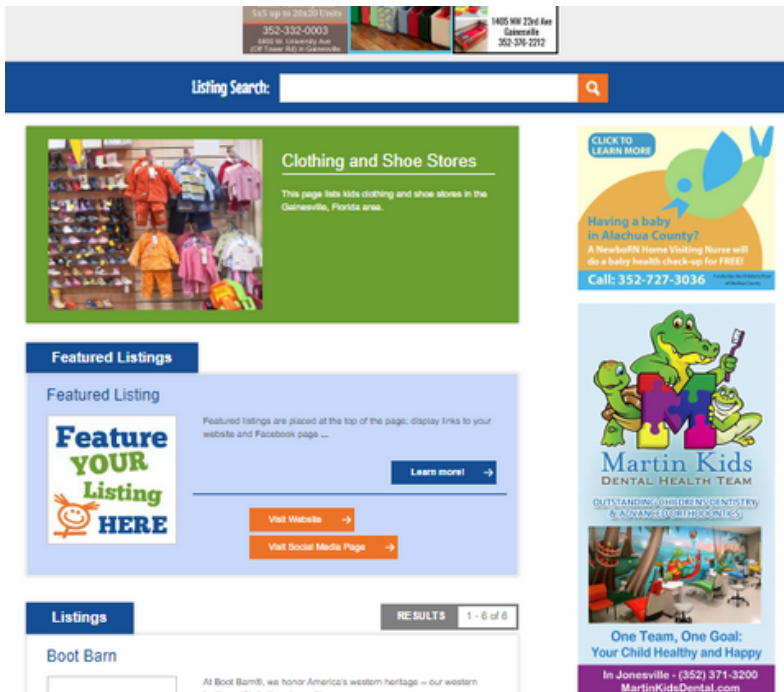
Limited to 3 advertisers

Home Page Trade Ad Space - Reserved for trade deals for events and attractions only.

Displays below the home page static ads and above the Upcoming Events section.

Limited to 10 advertisers





## SIDEBAR AD

MOST FLEXIBLE AD SPACE  
**LARGE: \$100/WEEK OR \$395/MONTH**  
**SMALL: \$75/WEEK OR \$295/MONTH**

300x600 pixels - Large | 300x250 pixels - Small

Ad displays on the home page and EVERY page and EVERY listing in the directory.

Ads may be static images or animated gifs

Can be set up as a personal rotator - displaying multiple ad images each with their own unique URL.

Ads rotate as site visitor clicks around the site.



## CALENDAR PAGE AD

BEST AD SPACE TO PROMOTE EVENTS

**\$195/WEEK OR \$575/MONTH**

160x300 pixels

Ad displays below the menu bar and above EVERY calendar view (monthly/weekly/daily) and ALL the listings. Limited to 12 advertisers



### Gainesville Family Events Calendar

The Fun 4 Gator Kids Calendar is the most comprehensive online family calendar in the Gainesville area. Please let us know if you are aware of an event that is not listed! Listings are FREE! Submit an Event

PLEASE NOTE: Events and programs are subject to last minute cancellations and changes. Before attending, please contact the business or event host to confirm that the event/program is still taking place, and to register or RSVP if required.



**Southeastern Guide Dogs Walkathon**  
 Bring your family, bring your dogs, bring your friends, and bring your friends' dogs to the Gainesville Walkathon at One Love Cafe on April 1, 2023. This free, family-friendly event includes a 3K walk and a Waggin' Tails Festival with upbeat music, delicious food, a beer garden, and a variety of vendors. Click to learn more.



**Celebrate the Child**  
 Come join us for our annual Celebrate the Child event! Celebrate the Child is a free and family-friendly celebration for children. The event will offer free food, fun, games and activities for children, along with educational materials for parents on how to keep our children safe. Click to learn more.



**Harn Museum Art Cart - Friday, March 24th**  
 Participate in an art experience! The Art Cart offers art activities, tactile opportunities, games and more for visitors of all ages inspired by objects on view and in our collection. Click to learn more.



**F4GK Playgroup**  
 Join Fun 4 Gator Kids as we explore family fun destinations around Gainesville! New playgroups EVERY week! Click to learn more.

## CALENDAR FEATURED LISTING

**\$195/MONTH**

200x250 pixels

Displays below the menu bar and above the MONTHLY view of the calendar. Includes a small image and blurb about your event.

Limited to 4 advertisers.

# SECTION AD

## TARGETED ADVERTISING

**\$100-\$395/MONTH**

VARIES BY SECTION. \*SOME SECTIONS ARE SOLD OUT  
160x300 pixels

Ad displays below the menu bar and above EVERY page and EVERY listing within one section.

(There are 10 sections)

Example: Health Resources section

Limited to 12 advertisers per section



# PAGE HEADER AD

**\$50 - \$95/MONTH**

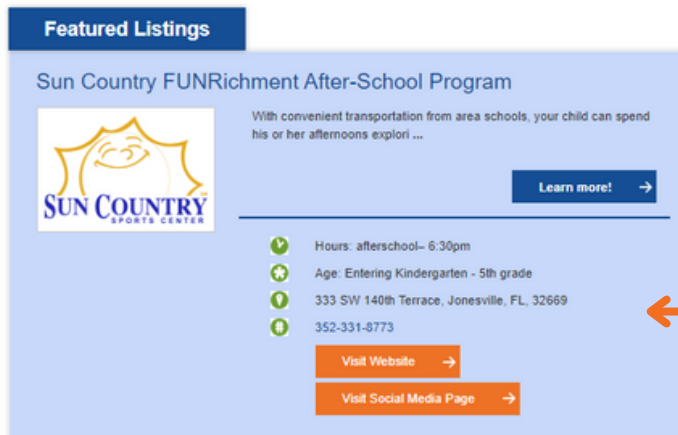
VARIES BY PAGE. \*SOME PAGES ARE SOLD OUT  
300x250 pixels

Ad replaces stock photo at the top of ONE page in ONE section. Example: Before & After School Care page in the Education and Childcare section.

May be a static image or animated gif.

(There are 250+ pages)

Limited to ONE advertiser per page.



# FEATURED LISTING

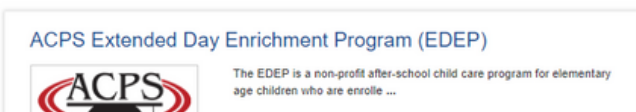
**\$249/YEAR**

\*SOME PAGES ARE SOLD OUT

NOT AVAILABLE BY THE MONTH

Get a 2nd listing at the top of one page in directory. \*Must qualify for a free listing on the page in order to select this option. Free listing still displays in alphabetical order, giving you 2 listings on one page. Comes with these additional benefits:

- Both free and featured listings have a colored background making them stand out
- Links to your website and Facebook page display in the landing view
- Map to your location displays in the detail view



## PRE-PAY DISCOUNTS

- Pay for 3 months up front - save 10%
- Pay for 6 months up front - save 15%
- Pay for 12 months up front - save 20%

## ADVERTISER BENEFITS

- \*FREE promotion on our Facebook page
- \*FREE promotion in our email newsletter
- \*Not included with purchase of featured listing alone

ADVERTISER

# MARKETING BENEFITS

In addition to website ads, we offer many marketing opportunities which are FREE for most advertisers.



## WE ARE COMMITTED TO HELPING YOU GROW YOUR BUSINESS

All services are provided upon request and as long as we have the option available.

Advertisers spending \$5000+/year get first priority.

*Advertisers must spend a minimum of \$250 to receive any of the benefits below,  
and may only receive benefits up to once per quarter as space permits.*



### GIVEAWAYS

Website giveaways are promoted all over the website, in a dedicated email blast, and on our social media pages. When the giveaway is over, we can send you the contact information for everyone who entered. Every month we run MEGA giveaways which are comprised of multiple giveaway sponsors along a specific theme (e.g. Mother's Day). We will contact all of our advertisers who might want to participate in each themed giveaway, but anytime you would like to run a giveaway, you are welcome to contact us as well. We also run giveaways on our Facebook and Instagram pages upon request.



### PLAYGROUPS, FAMILY DAYS & TRY IT DAYS

We will bring families to YOU. We have 3000+ local families in our group. We organize the event, have families RSVP to attend, and will be on site to host.



### SOCIAL MEDIA

We are happy to publish posts on our Facebook or Instagram pages to promote our advertisers. We publish requests first. If there are no requests, we will grab content and images from advertisers social media pages on our own to promote their businesses to fill available posts.



### EMAIL NEWSLETTER

We can include your ad in an email newsletter. We send 4-5 email newsletters a week on varying topics (events, deals, giveaways, attractions, programs, camps, etc.)



### MARKETING MATERIALS

We will display advertiser marketing materials on our sponsor table at all events where we have a booth and as space permits.



# SOCIAL MEDIA, EMAIL & GIVEAWAY ONLY ADVERTISING OPTIONS

These promotions are FREE to most paid website advertisers, but you may also choose to ONLY purchase social media, email newsletter, or giveaway promotions instead.



**FACEBOOK**  
68,000+ FOLLOWERS

**\$75/POST**

We will publish a post for your business on our Facebook page. We will tag your business in the post, and include a link to a URL you specify. You may write the text and supply the image/s. Post MAY be a giveaway post if desired. Optional: You may pay any additional amount to have the post boosted for any preferred length of time.



**EMAIL NEWSLETTER**  
13,000+ SUBSCRIBERS

**\$50/EMAIL**

We will include your ad in a weekly events email newsletter. Ad may be any size and may include accompanying text and a link to the URL you specify.

**PACKAGE DEAL: \$295**  
2 Facebook Posts | 2 Instagram Posts  
Includes a \$5 boost on each post  
+ Ads in 2 Email Newsletters



**INSTAGRAM**  
6,000+ FOLLOWERS

**\$25/POST**

We will publish a post for your business on our Instagram page. We will tag your business in the post, and include a link to a URL you specify. You may write the text and supply the image/s. Optional: You may pay any additional amount to have the post boosted for any preferred length of time.

**Bouncers Birthday Party Giveaway!**

Enter to win a 10 Person Party at Bouncers Indoor Playground in Gainesville Florida!

Giveaway Started: Monday, January 25th, 2021 at 05:23pm EST  
Giveaway Ends: Monday, February 1st, 2021 at 05:23pm EST  
Valued at: \$199

[Click HERE to learn more about Bouncers](#)

## WEBSITE GIVEAWAY

**\$195 PLUS YOUR GIVEAWAY ITEM FOR SINGLE SPONSOR GIVEAWAYS**  
**\$50 PLUS YOUR GIVEAWAY ITEM FOR MEGA GIVEAWAYS**

We will host a giveaway on a dedicated giveaway page on our website for up to 7 days. Giveaway will be promoted on the website, on Facebook, and in a dedicated email blast.

(Optional) After the giveaway ends, we can send you the contact information for everyone who entered your giveaway.

\*Minimum value of giveaway item is \$50 and must be offered with no further obligations to make a purchase in order to claim.



# COMMUNITY EVENTS MARKETING



## WE BRING LOCAL FAMILIES TO YOU

The Fun 4 Gator Kids Family Fun Days Group has over 3000 members - ALL of whom are families living in and around Alachua County



### PLAYGROUPS

- Activities for little ones with caregivers
- Best designed for ages 2-5
- Weekdays between 9am-2pm



### FAMILY DAYS

- Activities for families to do together
- Best designed for families with kids aged 5-12
- After-school, weekends, or school holidays



### TRY IT DAYS OR MOMS/DADS NIGHTS OUT

- Activities to introduce kids, families, moms and dads to a new sports, activity, product, service, restaurant, or store.
- Can be designed for any ages
- Weekdays after-school, weekends, evenings, or school holidays

*You do not have to offer your program for free, but we recommend that you either offer a discounted/group rate or offer a free item as part of the program in order to entice families to attend.*

### Rates

Fee is **WAIVED** for advertisers spending \$5K/year  
Advertisers spending \$250- \$5000/year receive a **50% discount off rates below**

\$25 - You host a program open to the community, and we just promote it to the families in our group. (No Fun 4 Gator Kids host)

\$25 - We host a program at a playground and you provide an activity to showcase your business. Other businesses may be invited as well. (1-3 hours)

\$50 - You provide an exclusive program for our families where you provide the activity. Fun 4 Gator Kids will have a host present. (1-3 hours)

\$75 - Fun 4 Gator Kids plans and hosts an activity at your place of business (1-3 hours)

\$150 - You provide an exclusive all day event for our families. Fun 4 Gator Kids will host. Includes promotion on our calendar page the week leading up to the event, and a 1 minute video filmed at the event to be used to promote your business

*\*In addition, Entrance /Activity Fee must be waived for Fun 4 Gator Kids Event Host and her family.*



# KIDS ZONE MANAGEMENT



## WE MAKE EVENT PLANNING EASY

We take care of providing kids activities, attractions, entertainment, and kid business vendors for your event

- We will hire and manage face painters, balloon artists, inflatables, and other attractions and entertainment as requested and per your budget.
- We will secure vendors to provide kids activities at the event.
- We will design a map and communicate with all vendors and entertainers to ensure everyone arrives on time and is set up and ready to go on the day of the event
- We will manage the Kids Zone on the day of the event, and handle any issues that may arrive

### **Rate: \$695 + costs for entertainers and attractions**

Includes promotion for the event on our calendar page, social media pages, and email newsletter for the week leading up to the event.

Additional weeks of promotion - \$150/week



# TESTIMONIALS

## FROM HAPPY ADVERTISERS

We can clearly see from our Google Analytics data a significant increase in traffic during times we advertised versus times we didn't. On Since advertising, we have seen a 300% increase in new museum visitors. Plus Fun4GatorKids is easy to work with and provides additional advertising opportunities for no cost.

- Paul Ramey | Assistant Director, Marketing and Public Relations - Florida Museum of Natural History

We can't say enough about fun4gatorkids.com! Since we started working with this site we have seen an exponential increase in enrollment in our kids program, which can only be attributed to the exposure generated by advertising with fun4gatorkids.com. They have become an indispensable part of our advertising strategy and by far represent our best investment to date.

- Melissa Carvalho | Owner Apex Martial Arts

Thank-you so much for doing the ad, as we are almost full now in just one morning!

-Brandi Smith | Fiscal/Forensic Manager The ITM Group

I've been advertising with Fun 4 Gator Kids for 10 years and numerous other Fun 4 US Kids sites with my business. The value is tremendous. Not only are all of the sites frequently visited and trusted by parents in each market, Kathy and the other owners genuinely support my business. They continually recommend us in mom groups, they mention us on their social media pages, they reach out to us for giveaways we may be interested in, and distribute our brochures at local events. We get so much more than just an ad space with valuable clicks (although even if it were just that it would still be a great value!). It is clear that Kathy and her team have a genuine interest in the success of my business. I cannot recommend them highly enough.

Kristy Bickmeyer | Founder ~ Twinkle Toes Nanny Agency

I think advertising with Fun 4 Gator Kids really improved our awareness and participation [of our pumpkin patch] this year. We'd really like to advertise again next year!"  
Josh Lounsbury | Student Ministries Pastor Gainesville Church of God

I want to give a shout out to the team of Fun 4 Gator Kids. They do a remarkable job supporting their advertisers and the community they serve. I have been advertising with them for many years and at one time 75% of my gigs came as a direct result of that advertising. They have a huge following on social media and as an added bonus they regularly give their advertisers shout outs on their page. If your client demographics are families with children then you need to be advertising on this site because it is where Gainesville moms go for everything from party entertainment to summer camps and so much more. I am happy to support this small locally owned business that cares about making a difference in the community. Best advertising \$\$ I spend.  
Lynda Perry | Owner of Fabulous Faces Entertainment

Fun 4 Gator Kids is one of the smartest advertising investments we've made. I can definitely see the positive impact of our partnership through our Google Analytics and on social media.

Rachel Cook | Public Relations and Marketing Manager ~ Alachua County Library

I LOVE the Fun 4 Gator Kids team! They are so quick to list our events. I sometimes forget to email them our events, but they see it on Facebook and automatically advertise for us. Anytime I have a question or need, Kathy is so helpful and quick to respond. The Bouncers staff appreciate you all soooooo much!  
Angela Adams ~ Event Coordinator @ Bouncers

Thank you for introducing your amazing families to the Cade Museum. Our Fun 4 Gator Kids advertising generates significant visits to our website and museum, and your social media, playdate and added support helps us engage with families in a unique way. We're thrilled with our partnership!  
Sue Draddy | Marketing Director ~ Cade Museum for Creativity and Invention