My Central Florida FAMILY

2020 Kids & Family Expo

Media Kit 2020

Email & Social Advertising

Print Advertising

Let us connect you to more families today!
WHAT’S OUR REACH?

Who visits?

28% Men
72% Women

How do they find us?

33% Organic Search
11% Social
40% Direct
8% Referral
8% Display

What age are our visitors?

35-44 35%
25-34 28%
45-54 16%
18-24 9%
55-64 9%
65+ 3%

Where are they from?

Florida 85%
Georgia 2%
Texas 3%
New York 1%
North Carolina 1%
Virginia 1%

Annual Income?

We reach families across all income levels because our online and print resources are free.
**BY THE NUMBERS.**

**EXPO**
- 16,000+ Attendees
- 200+ Exhibitors
- 100,000+ Square Feet
- $6 Attendee Tickets
- 10x10 Booths

**WEBSITE TRAFFIC**
*Numbers pulled from March – July 2019*
- 100,500+ Users Per Month
- 250,000+ Page Views Per Month

**PRINT DISTRIBUTION**
- 100% Handed to Families
- Printed Annually
- Distributed All Year
- Online Copy Available 24/7/365
- Distributed Through Family Events
- Across All Income Levels

**EMAIL & SOCIAL REACH**
- 38,600+ Families in the Email Database
- 29,000+ Families Connected on Social Media
Florida Kids & Family Expo Sponsorship Options.

**Sponsorships**

- **Presenting Sponsor**
  - $15,000
  - Includes everything in the Platinum Sponsorship and:
    - 30x30 Island Booth
    - 20 Exhibitor Badges
    - Logo on All Exhibitor Badges
    - Logo on billboards
    - 200 Tickets to Giveaway
    - 1st Full Page Ad in MyCFF Magazine
    - Logo as Presenting Sponsor on All Print Advertising

- **Platinum Sponsor**
  - $10,000
  - Includes everything in the Gold Sponsorship and:
    - 30x30 Premium Booth Space
    - 15 Exhibitor Badges
    - Logo on All Printed Materials (based on date of sign up)
    - 150 Tickets to Giveaway

- **Gold Sponsor**
  - $7,500
  - Includes everything in the Silver Sponsorship and:
    - 20x20 Premium Booth Space
    - 8 Exhibitor Badges
    - Logo on All Printed Materials
    - Logo in Magazine as a Sponsor
    - Logo on All Printed Materials (based on date of sign up)

- **Silver Sponsor**
  - $4,000
  - Includes everything in the Bronze Sponsorship and:
    - 20x10 Premium Booth
    - 8 Exhibitor Badges
    - Bold Exhibitor Listing
    - ¼ Page Ad in MyCFF Magazine
    - 50 Tickets to Giveaway

- **Bronze Sponsor**
  - $2,000
  - Includes everything in the Bronze Sponsorship and:
    - 10x10 Premium Booth Space
    - 4 Exhibitor Badges
    - 300x125 Online Ad for 6 Months
    - Bold Exhibitor Listing
    - 1/8 Page Ad in MyCFF Magazine
    - Logo Placement on Registration Page
    - Logo Placement on Step and Repeat
    - 25 Tickets to Giveaway

**Bronze Sponsorship**

- 10x10 Premium Booth Space
- 4 Exhibitor Badges
- 300x125 Online Ad for 6 Months
- Bold Exhibitor Listing
- 1/8 Page Ad in MyCFF Magazine
- Logo Placement on Registration Page
- 25 Tickets to Giveaway

**Silver Sponsorship**

- 20x20 Premium Booth Space
- 8 Exhibitor Badges
- 300x250 Online Ad for 6 Months
- Bold Exhibitor Listing
- ½ Page Ad in MyCFF Magazine
- Logo Placement on Registration Page
- Logo Placement on Step and Repeat
- Logo Placement on Step and Repeat
- 75 Tickets to Giveaway

**Gold Sponsorship**

- 30x30 Premium Booth Space
- 15 Exhibitor Badges
- Full Page Ad in MyCFF Magazine
- 300x250 Online Ad for 1 Year
- Logo Placement on Registration Page
- Logo Placement on Step and Repeat
- Logo Placement on Step and Repeat
- Logo in Magazine as a Sponsor
- Logo on All Printed Materials (based on date of sign up)
- 150 Tickets to Giveaway
Florida Kids & Family Expo Exhibiting Options.

Exhibiting Pricing

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Booth</td>
<td>$1050</td>
</tr>
<tr>
<td>Standard Booth</td>
<td>$800</td>
</tr>
<tr>
<td>S.O.S. Booth</td>
<td>$600</td>
</tr>
<tr>
<td>Mom &amp; Pop Booth</td>
<td>$550</td>
</tr>
<tr>
<td>Marketplace TableTop</td>
<td>$350</td>
</tr>
</tbody>
</table>

**Premium Booth**
- 10x10 Premium Booth Space (Corner Booth)
- Pipe and Drape Around 100 Square Feet
- 6-Foot Table with Black Linen
- 2 Chairs
- Wastebasket
- Name Placard
- 4 Exhibitor Badges

**Standard Booth**
- 10x10 Standard Booth Space (Aisle Booth)
- Pipe and Drape Around 100 Square Feet
- 6-Foot Table with Black Linen
- 2 Chairs
- Wastebasket
- Name Placard
- 4 Exhibitor Badges

**S.O.S. Booth**
- For Schools, Organizations, Sports. Only. If you are exhibiting a school, organization like the Girl Scouts, or a sports little league organization, this booth is for you.
- 10x10 Standard Booth Space (Aisle Booth)
- Middle of the Aisle Location
- Pipe and Drape Around 100 Square Feet
- 6-Foot Table with Black Linen
- 2 Chairs with 3 Exhibitor Badges
- Wastebasket
- Name Placard

**Mom & Pop Booth**
- If you are a single business owner with no employees and you work from home, this booth is for you.
- 10x10 Standard Booth Space (Aisle Booth)
- Middle of the Aisle Location
- Pipe and Drape Around 100 Square Feet
- 6-Foot Table with Black Linen
- 2 Chairs with 3 Exhibitor Badges
- Wastebasket
- Name Placard

**Marketplace TableTop**
- 7’ x 4’ Exhibiting Space
- 6 Foot Table with Black Linen
- No Pipe and Drape
- 2 Chairs with 2 Exhibitor Badges

If you only need a tabletop and do not need space to display outside of your table, this spot will work for you. There is 2 feet behind your table and a foot on either side.
Online Ad Options.

**Top Page Ad**
Appears on every page of the site.
728x90
**Currently Sold Out!**

**Homepage Banner Ad**
728x90

**Right Hand Ad**
Appears on almost every page.
300x250
**Currently Sold Out!**

**Homepage Billboard Ad**
696x348

**Footer Banner**
Seen on every page.
728x90
**Currently Sold Out!**
**Expo Exhibiting Options**

Sponsorships Available. Details and Booth Descriptions on Page 3-4.

- Premium Booth: $1050
- Standard Booth: $800
- S.O.S. Booth: $600
- Mom & Pop Booth: $550
- Marketplace TableTop: $350

**Website Ads**

- Top Banner Ad: 728x90 $400/mo.
- Home Page Billboard: 696x348 $350/mo.
- Footer Banner: 728x90 $300/mo.
- Calendar Rotating Ad: 400x225 $250/mo.
- Right Hand Ad: 300x250 $200/mo.
- Home Page Banner: 728x90 $100/mo.
- Featured Directory Listing: N/A $120/year
- Featured Calendar Listing: N/A $50 each

**Print Ads**

- Full Page Ad: $2000
- Half Page Ad: $1050
- Quarter Page Ad: $575
- One-Eighth Page Ad: $300
- Inside Front Cover: $2700
- Page 3: $2850
- Double Page: $3250
- Inside Back Cover: $2250
- Back Cover: $3300

**Package & Save!**

**Top Package**

- Full Page Print Ad
- 300x250 Online Ad
- Premium Expo Booth $4500/year

**Mid Package**

- Half Page Print Ad
- 300x125 Online Ad
- Standard Expo Booth $2800/year

**Starter Package**

- Quarter Page Print Ad
- Home Page Online Ad
- Marketplace Table Top $1500/year

**Email & Social Options**

- Dedicated Email Blast: $300 Each or 3 for $600
- NewsFeed Blog w/ Social Posts: $75 Each
- Weekly Newsletter Ad: $50 per Month
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