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

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsor</td>
<td>$15,000</td>
</tr>
<tr>
<td>Platinum Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>$7,500</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>$4,000</td>
</tr>
<tr>
<td>Bronze Sponsor</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

#### 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
- 20x10 Premium Booth
- 8 Exhibitor Badges
- Bold Exhibitor Listing
- ¼ Page Ad in MyCFF Magazine
- 300x125 Online Ad for 1 Year
- Logo Placement on Registration Page
- 50 Tickets to Giveaway

#### Gold 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 in Magazine as a Sponsor
- Logo on All Printed Materials (based on date of sign up)
- 75 Tickets to Giveaway

#### Platinum Sponsorship
- 30x30 Premium Booth Space
- 15 Exhibitor Badges
- Bold Exhibitor Listing
- Full Page Ad in MyCFF Magazine
- 300x250 Online Ad for 1 Year
- Logo Placement on Registration Page
- 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
- 200 Tickets to Giveaway
- 1st Full Page Ad in MyCFF Magazine
- Logo as Presenting Sponsor on All Print Advertising

Includes everything in the Platinum Sponsorship and:
- 30x30 Island Booth
- 20 Exhibitor Badges
- Logo on All Exhibitor Badges
- Logo on billboards
- 1st Full Page Ad in MyCFF Magazine
Florida Kids & Family Expo Exhibiting Options.

**Exhibiting Pricing**

<table>
<thead>
<tr>
<th>Plan</th>
<th>Cost</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**
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.
- 7’ x 4’ Exhibiting Space
- 6 Foot Table with Black Linen
- No Pipe and Drape
- 2 Chairs with 2 Exhibitor Badges

Florida Kids & Family Expo
August 8–9, 2020
Exhibitor Load-In Aug. 7th

Florida Kids & Family Expo Exhibiting Options.
Online Ad Options.

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

- **Home Page Banner Ad**
  - 728x90

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

- **Homepage Billboard Ad**
  - 696x348

- **Right Hand Ad**
  - Seen on almost every page.
  - 300x125

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

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

<table>
<thead>
<tr>
<th>Booth Type</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>

## Website Ads

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner Ad</td>
<td>728x90</td>
<td>$400/mo.</td>
</tr>
<tr>
<td>Home Page Billboard</td>
<td>696x348</td>
<td>$350/mo.</td>
</tr>
<tr>
<td>Footer Banner</td>
<td>728x90</td>
<td>$300/mo.</td>
</tr>
<tr>
<td>Calendar Rotating Ad</td>
<td>400x225</td>
<td>$250/mo.</td>
</tr>
<tr>
<td>Right Hand Ad</td>
<td>300x250</td>
<td>$200/mo.</td>
</tr>
<tr>
<td>Home Page Banner Ad</td>
<td>728x90</td>
<td>$100/mo.</td>
</tr>
<tr>
<td>Featured Directory Listing</td>
<td>N/A</td>
<td>$120/year</td>
</tr>
<tr>
<td>Featured Calendar Listing</td>
<td>N/A</td>
<td>$50 each</td>
</tr>
</tbody>
</table>

## Print Ads

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ad</td>
<td>$2000</td>
</tr>
<tr>
<td>Half Page Ad</td>
<td>$1050</td>
</tr>
<tr>
<td>Quarter Page Ad</td>
<td>$575</td>
</tr>
<tr>
<td>One-Eighth Page Ad</td>
<td>$300</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2700</td>
</tr>
<tr>
<td>Page 3</td>
<td>$2850</td>
</tr>
<tr>
<td>Double Page</td>
<td>$3250</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2250</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$3300</td>
</tr>
</tbody>
</table>

## Email & Social Options

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated Email Blast</td>
<td>$300 Each or 3 for $600</td>
</tr>
<tr>
<td>NewsFeed Blog w/ Social Posts</td>
<td>$75 Each</td>
</tr>
<tr>
<td>Weekly Newsletter Ad</td>
<td>$50 per Month</td>
</tr>
</tbody>
</table>

## 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
Contact us.

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