

My Central Florida

FAMILY

media kit 2024

Email &
social
advertising

Florida
Kids & Family
Expo

online
advertising

Print
advertising

Let us connect you to more families today!



Connecting more families in Central Florida!

WHAT'S Our Reach?

How Do they find us?



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

Who visits?



28% Men
72% Women

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%
Virginia 1%
North Carolina 1%

Annual Income?



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





Connecting more families in Central Florida!

BY The numbers.

Florida Kids & Family Expo

16,000+ Attendees
200+ Exhibitors
100,000+ Square Feet
\$10 Attendee Tickets
10x10 Booths, Tabletops
or Sponsorships Available

Website Traffic

40,000 Users Per Month

Print Distribution

Online Copy Available 24/7/365
100% Handed to Families
Printed Annually
Distributed All Year
Across All Income Levels

Email & Social Reach

40,000+ Email Database
50,000+ Families Connected
on Social Media





Florida orange county convention ctr. KIDS & FAMILY Expo

August 17-18, 2024

EXPO SPONSORSHIP OPTIONS.

Being a sponsor of the Florida Kids and Family Expo provides greater branding experience before, during and after the expo. From online to print to presence at the event, consider propelling your brand through one of our sponsorship opportunities! The options and what is included are below:

LOGO INCLUSION | WEB & PRINT ADS | TICKETS FOR GIVEAWAYS | PREMIUM BOOTH LOCATIONS

SPONSORSHIP OPTIONS	Presenting	Platinum	Gold	Silver	Bronze
Booth Size	30x30	25x25	20x20	20x10	10x10
Online Ad (Home Page Billboard, Calendar Rotating Ad or 300x250 Right Hand Read)	Home Calendar 300x250	Home 300x250	Calendar 300x250	300x250	300x250
Online Ad Length	1 Year	1 Year	1 Year	6 Mos.	3 Mos.
Print Ad	Full Page Premium	Full Page	1/2 Page	1/2 Page	1/8 Page
# of Tickets to Giveaway	200	150	75	50	25
First Choice of Booth Placement	X	X	X	X	X
Logo Placement on Registration Page	X	X	X	X	X
Logo Placement on Print Materials	X	X	X	X	
Logo on Billboards	X				
PRICE	\$15,000	\$10,000	\$7,500	\$5,000	\$3,000



Florida **KIDS & FAMILY** Expo

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Booth Options & Details



Standard Booth 10x10 Aisle

You will have neighbors on either side of you.

Double Booth 20x10

Comes in Double Standard, Double Premium or a combination. (This is a Premium/Standard combination)



Premium Booth 10x10 Corner

2 Sides to Your Space and the End of an Aisle



Florida **KIDS & FAMILY** Expo

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KIDS & FAMILY

August 17-18, 2024 Expo

Booth Options & Details cont.



MarketPlace Table 7x4

Tabletop Option. Comes with 6-foot table, two chairs and a linen. Everything must fit on top of the table.

Island 20x20 or 30x30

Extend your space and create an interactive zone with plenty of room to display.
Inquire for details



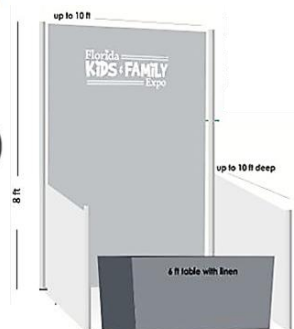
Sponsorships

Sponsorships come with enhanced exhibiting opportunities and space.

Florida
KIDS & FAMILY
Expo

Florida orange county convention ctr. KIDS & FAMILY Expo

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What comes with a Space?

Exhibiting at the Florida Kids and Family Expo allows you to put your products, brand, school, organization or sports in front of thousands of Central Florida families. **When you exhibit at the Florida Kids and Family Expo, we'll also promote you on MyCentralFloridaFamily.com all year long with your events, promotions, etc.** Your booth options and pricing are below:

	Premium	Standard	SOS	Mom & Pop	Market-place
Restrictions	None	None	School, Non-Profit or Sports Only	Single Business Owner Working from Home	Product Sales Only
Booth Size	10' x 10'	10' x 10'	10' x 10'	10' x 10'	7' x 4'
Location	Corner	Aisle	Aisle	Aisle	Aisle
6 Foot Table w/ Linen	X	X	X	X	X
Pipe & Drape (10-ft, wide& 8-ft. tall with 3-ft. sides)*See image above	X	X	X	X	
2 Chairs	X	X	X	X	X
Wastebasket	X	X	X	X	
Name Placard	X	X	X	X	
Listing in Exhibitor List	X	X	X	X	X
# of Exhibitor Badges	4	3	3	3	2
PRICE	\$1,250	\$950	\$780	\$680	\$480



Online AD Options.

The screenshot shows the homepage of My Central Florida FAMILY.com. Various ad placements are highlighted with colored arrows and labels:

- TOP Page AD** (Red arrow): Appears on every page of the site. 728x90 \$400/month. This ad is for 'BRING THE DREAMS OF A FAMILY TO LIFE' by Family Source Consultants.
- home Page Banner AD** (Purple arrow): 728x90 \$100/month. This is a large banner below the welcome message that says 'Thank you to our SPONSORS'.
- Right Hand AD** (Orange arrow): Appears on almost every page. 300x250 \$200/month. This is a vertical ad for 'FALL TENNIS PROGRAMS' by USA Tennis.
- HomePage Billboard AD** (Blue arrow): 696x348 \$350/month. This is a large ad for 'The NEW Learning Playground!' by o2b kids.
- Footer Banner** (Green arrow): Seen on every page. 728x90 \$300/month. This is a banner at the bottom of the page for 'The NEW Learning Playground!'.

Other visible ads include 'CHOOSE A NATIONAL LEADER FOR 10 STRAIGHT YEARS', 'Tuition FREE Public Charter School', and 'Little Linksters'.

Not labeled:
Calendar Rotating Ad. See Calendar Page on site!



My Central Florida FAMILY magazine

Print AD Options.

Full Page Options

Full Page Ad	\$2000
Inside Front Cover	\$2700
Page 3	\$2850
Double Page	\$3250
Inside Back Cover	\$2250
Back Cover	\$3300

Full Page

\$2000+

1/2 Page AD

\$1050

1/8 Page AD

\$300

Medieval Times
DINNER & TOURNAMENT
Family Knight
Adults \$37.95
Kids \$30.95
Use Code: EXPO19 | Valid thru 12/31/19
Two-Hour Show • Four-Course Meal • Magnificent Horses
Sword Fights & Jousting • Full Bar Service
• Air Conditioned Arena
888-WE-JOUST • medievaltimes.com
4510 W. Vine St., Kissimmee FL 34746
Restrictions apply.
Valid only at the Orlando location through 12/31/2019

Hola! Have fun learning Spanish!
With Our Spanish Immersion Program
allKidspanish
TODDLERS - 5TH GRADE
Family Class
After School
Homework
Saturday Program
Private Classes
321-460-2844
allkidspanish.com

Join FPEA
FPEA GIVES PARENTS THE TOOLS TO MAKE HOME EDUCATION AN EXCEPTIONAL CHOICE!
BENEFITS INCLUDE:
■ FREE SUBSCRIPTION to Connect magazine
■ CONNECTION to a statewide network of local support groups
■ PROTECTION OF YOUR LEGAL RIGHT TO HOMESCHOOL through active advocacy, strategic partnerships and timely events
FOR AS LITTLE AS \$26 A YEAR* you can enjoy all the benefits of membership and join with thousands of like-minded parent-educators.
FPEA Florida Parent Educators Association
JOIN TODAY BY VISITING WWW.FPEA.COM
* \$36 for membership through an FPEA recognized group, \$40 for individual membership (rates subject to change)

Florida KidCare
HEALTH AND DENTAL INSURANCE
Most families pay nothing and many pay just \$15 or \$20 a month.
With year-round enrollment, the time to apply is always now.
floridakidcare.org
1-888-540-5437
Admission starts at \$100 per month

1/4 Page AD

\$575





Connecting more families in Central Florida!

All Pricing Options.

EXPO EXHIBITING OPTIONS

Sponsorships Available. Info & Pricing on Page 3-4.

Premium Booth	\$1250
Standard Booth	\$950
S.O.S. Booth	\$780
Mom & Pop Booth	\$680
Marketplace Tabletop	\$480



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 Ad	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



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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My Central Florida
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 Connecting more families in Central Florida!

contact us.



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