

INTRODUCTION

Koddler was born out of the frustration of Rob Snodgrass and his wife, new parents struggling to fill their children's days with fun and stimulating activities. Most websites they found were either laundry lists of every business in town, or so poorly designed that they were unpleasant to navigate. Once they did find a potential activity, was it worth the drive? What did other parents think? Rob quickly found that the best resources for local activities are the parents in the neighborhood.



Koddler is an online community which addresses that void by helping parents and caregivers find local, kid-friendly events and destinations, from the local children's gyms to upcoming concerts. Articles on topics of interest to parents round off the offering.

Started in 2009, Koddler has rapidly become the go-to resource for parents. In addition to the standard destination and calendar content, Koddler runs features such as Holiday activities or a popular Summer Camps directory. Members receive a weekly Koddler Local email newsletter which delivers local content to their inboxes and draws them back to the site on a regular basis. Social engagement is engrained in Koddler, allowing members to rate destinations as well as to share their listing interest on social networking sites such as Facebook and Twitter.

Koddler offers affordable advertising opportunities for businesses seeking to gain greater exposure with local parents and nationally.

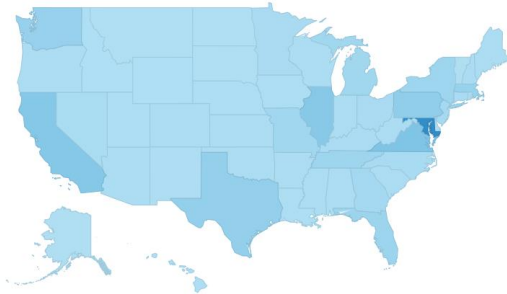
AUDIENCE

Koddler Members are:

- Involved parents looking for ways to engage and nurture their children
- Willing to spend disposable income on their child's health and wellbeing
- Seeking to balance both family and professional lives, as well as manage a well-functioning household
- Actively using the internet for research and shopping

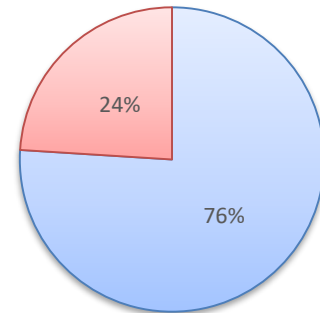
Demographics

Geographic Area



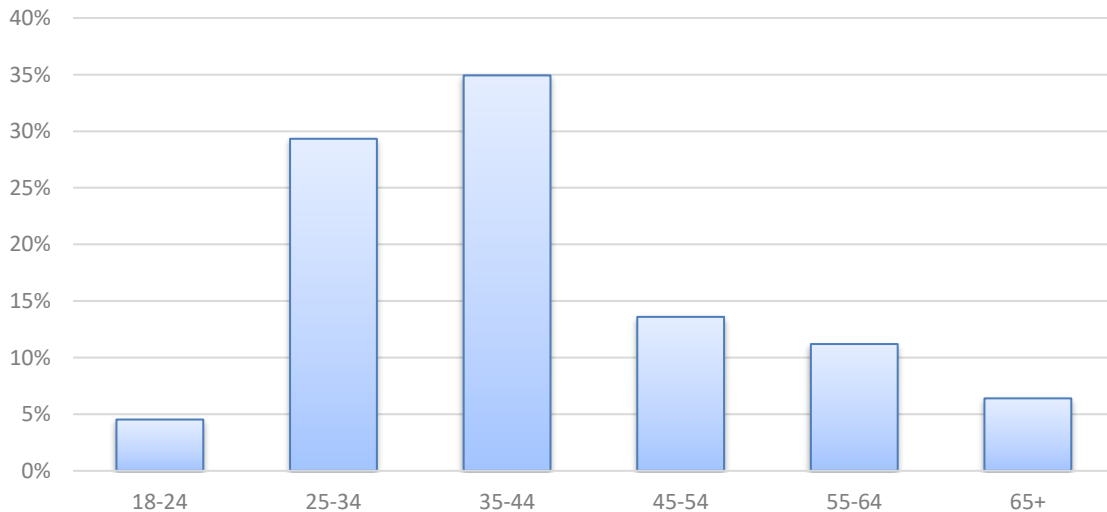
Visitors are from all 50 States & Washington, DC

Gender



Female Male

Ages



Testimonial

"I really enjoy Koddler and appreciate all of the hard work your team puts into it. We love to find new and different things to do and reading the reviews from some people has been very informative for us. I just hope some of my contributions have been helpful to others."

Laura W. (Columbia, MD)

ADVERTISING OPTIONS

Advertising is available through the website and weekly email newsletters. Advertising options can be targeted locally to maximize spend in your neighborhood, or nationally to gain broad exposure within the entire Koddler community.

Articles

Sponsor an article on a topic interesting to our members. Articles are promoted on the front page header of Koddler for a month **A**, and through two consecutive issues of our weekly Koddler Local email newsletter.

Banners

Advertising Banners are offered on the following pages:

- Home page **B**
- Destination Landing page
- Event Calendar

Three banners are available per page. Banners run for 2 weeks and are available in the following sizes:

- **Tall:** 255x510 pixels
- **Square:** 255x255 pixels

Banners will scale down as necessary to enable viewing on mobile devices.

Contests

Contests offer advertisers a way to engage with Koddler members and are highly visible throughout the site. An advertiser offers a giveaway to Koddler members, and Koddler runs the contest for two weeks. Members submit an entry to the contest, and optionally publicize their participation through Facebook for an additional entry.

Koddler randomly selects a winner and the advertiser is responsible for fulfillment.

Contests offer high exposure. They are promoted on the home page header, through the weekly Koddler Local email newsletter, and on area destination and event listing pages.

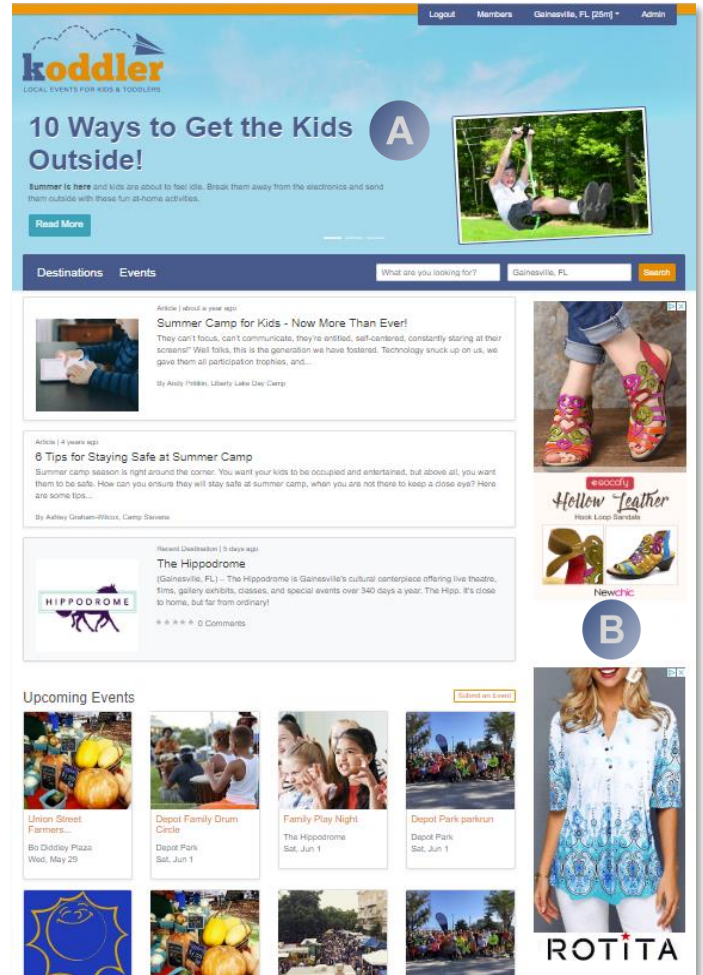


Figure 1: Home Page Advertising

Listings

Destination and *Event* listings are available free of charge. To qualify for inclusion on Koddler, they must fit within the target content of the site.

Periodically we offer specialized paid listings such as *Summer Camps*, which can be transacted entirely online. If you have questions regarding these listings, please email advertising@koddler.com.

ADVERTISING RATES

Advertising can be targeted locally or nationally, with local advertising defined as 25 miles around a location. Advertising is offered a-la-cart or packaged into campaigns for discounted pricing.

Koddler supports non-profit organizations. For non-profit discount consideration, please contact us.

A-La-Carte Pricing

Local Banner Ads

Home Page Position 1	\$225
Home Page Position 2	\$175
Interior Page Position 1	\$175
Interior Page Position 2	\$125

National Banner Ads

Home Page Position 1	\$500
Home Page Position 2	\$350
Interior Page Position 1	\$350
Interior Page Position 2	\$250

Local Content

Sponsored Article	\$400
Contest	Call/Email

National Content

Sponsored Article	\$800
Contest	Call/Email

Campaigns

Community Introduction

Designed to repeatedly expose members to your business over the course of a month.

- Sponsored Article (1 month)
- Home Page Banner (2 weeks)
- Interior Page Banner (2 weeks)

Pricing: Local \$600 National \$1,250

Media Blitz

Two-month advertising campaign designed to maximize community exposure.

- Sponsored Article (Month 1)
- Home Page Banner (Month 1)
- Interior Page Banner (Month 2)
- Contest (Month 2)

Pricing: Local \$850 National \$1,600

To design your own campaign, please contact us at advertising@koddler.com or (443) 637-2453