

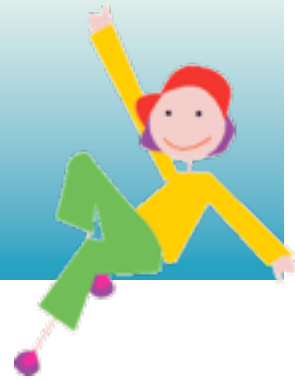
kidsinmadrid.com



Advertising Rates for Kidsinmadrid.com 2011

kidsinmadrid.com

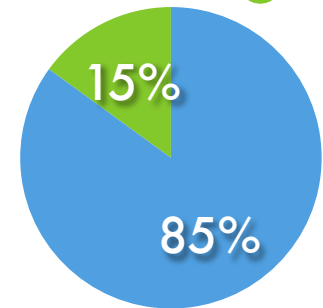
# About Kidsinmadrid.com



- The only bilingual resource for parents, kids, English and Madrid!
- A guide for parents with children aged 0 to 12
- 18000 visitors per month and growing
- Monthly newsletter to database of nearly 3000 families in Madrid
- Google Page Rank 4
- Top of the list for high ranking keywords and phrases in Google
- Organizers and founders of the annual event: "Kids Fun Ideas Fair"
- 85% of visits originate in Madrid
- 75% of visitors use the Spanish site
- 25% of visitors use the English site

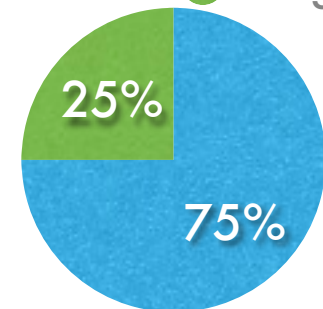
Geographical Division

● Madrid ● Rest



language versions visited

● Spanish KIM ● English KIM



# Kidsinmadrid content



★ A bilingual Resource

★ Listings

- ➔ workshops
- ➔ camps
- ➔ schools
- ➔ shopping
- ➔ attractions
- ➔ Expat services
- ➔ Healthcare
- ➔ Etc

★ Articles

★ What's On

★ Competitions

★ Noticeboard

★ Newsletter

★ Forum

★ Annual Fair

# Advertising Options with KIM



- 1. Homepage Rotating Banner
  - ➔ Pay per click through or fixed monthly costs
- 2. Animated or Static Banners on the Right hand Columns
  - ➔ Pay per click through or fixed monthly costs
- 3. Premium Ads in Listings/Categories
  - ➔ Fixed monthly cost or annual
- 4. Monthly Newsletter
  - ➔ Advertising insertion - cost is according to size, position, and season/campaign (contact us for a quote)
- 5. Other: Kids Fun Ideas Fair

# 1. Homepage Rotating Banner



## Rotating Banner:

**Size:** 367 wide pix x 204 high  
**Book:** 1 to 4 images (4 = exclusivity)

### OPTION: FIXED COST

	monthly	quarterly	bi-annual	annual
1 image	180	513	900	1728
2 images	245	698	1323	2352
3 images	355	1065	1917	3408
4 images Exclusivity	450	1282	2430	4320

### OPTION: PAY PER CLICK THROUGH

<b>Price</b>	2,50 euros per click through to your chosen destination page/website
<b>Note</b>	Only one pay per click ad per client. PPC ads don't get exclusivity in any page or section of KIM.

# 2. Right hand column Banners



**KIM**  
kidsinmadrid.com

INICIO **VIVIR EN MADRID** DESCUBRIR MADRID NOTICIAS CALENDARIO TU KIM

Vivir en Madrid » Campamentos » Semana Santa 2011

## Semana Santa

**CAMPAMENTOS SEMANA SANTA 2011 - Naturalcalá**

**Campamentos de Semana Santa: Residencial y de Día**  
Nos complace presentarles nuestros CAMPAMENTOS DE SEMANA SANTA, que recogen contenidos educativos en materia medioambiental y de animación sociocultural, impartidos por monitores especializados, bajo un marco de diversión y entretenimiento. ... [más información](#)

Tel: 91 835 09 00  
Email: [info.naturalcala@madrid.org](mailto:info.naturalcala@madrid.org)  
Web: [www.naturalcala.es/naturalcala/es/home/index.htm](http://www.naturalcala.es/naturalcala/es/home/index.htm)  
Dirección: A-2 salida 38 (dirección Los Santos de la Humosa) 28805 Alcalá de Henares - Madrid

↑ más información ↓

**English for Fun**

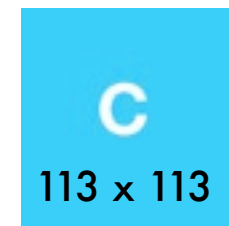
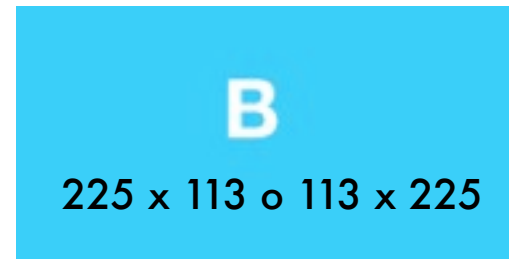
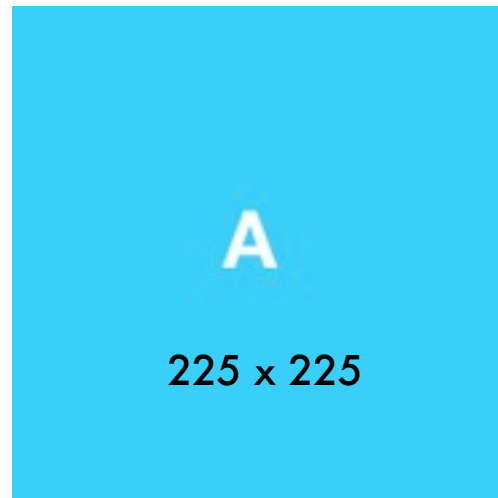
**Campamento Urbano de Semana Santa**  
Campamento Urbano de inglés divertido en English for Fun. ... [más información](#)

**Inglés y Teatro**  
Campamentos en Madrid

**SERVICIOS DE TRADUCCIÓN**  
Inglés francés chino  
irving translations  
servicios de traducción e interpretación al inglés

**Right Hand Column Banners**  
Options: Pay per click through or pay a fixed monthly cost.

# 2. Right Hand Column Banners Sizes Accepted



## ★ Characteristics

- ▶ We accept jpg, png, gifs including \*animated gifs as banners (\*excluding homepage)
- ▶ Adverts are linked to your chosen website
- ▶ You can book a banner on individual pages, across whole menus and the homepage
- ▶ Fixed monthly cost or pay per click through (prices vary according to size)
- ▶ Monthly click reports to clients indicating number of click throughs for both fixed and pay per click options.

# 2. Right hand Column Banner Costs

Payment options: fixed monthly costs or pay per click throughs



## OPTION: FIXED MONTHLY COSTS DEPENDING ON BANNER SIZE

Location of Banner	Banner A or D /monthly	Banner B / monthly	Banner C / monthly
HOME PAGE	€180.00	€126.00	€44.00
INDIVIDUAL PAGE	€100.00	€63.00	€44.00
LIVING IN MADRID: ACROSS THE WHOLE MENU	€400.00	€200.00	€88.00
DISCOVERING MADRID: ACROSS THE WHOLE MENU	€300.00	€150.00	€88.00
WHAT'S ON CALENDAR: ACROSS THE WHOLE MENU	€300.00	€150.00	€88.00
NEWS: ACROSS THE WHOLE MENU	€80.00	€56.00	€39.00
YOUR KIM: ACROSS THE WHOLE MENU	€80.00	€56.00	€39.00

\* Across the whole menu means that your ad will appear on each and every page that lives under that menu.

## OPTION: PAY PER CLICK THROUGHS

	Banner A/D	Banner B	Banner C
COST PER CLICK THROUGH	€2.25	€1.75	€1.25

\* You can choose to have a pay per click payment plan for your banner instead of a fixed monthly charge. Choose either a page or whole section for your banner ad to appear on. Subject to availability.

# Premium Ads in Listings

## Costs and Characteristics

The screenshot shows the KIM website interface. At the top, there's a navigation bar with the KIM logo and 'kidsinmadrid.com'. Below it are buttons for 'INICIO', 'VIVIR EN MADRID', 'DESCUBRIR MADRID', 'NOTICIAS', 'CALENDARIO', and 'TU KIM'. The main content area features a 'Semana Santa' banner with a cartoon character and a basket of fruit. Below the banner are three premium ads. The first ad is for 'CAMPAMENTOS SEMANA SANTA 2011 - Naturalcalá' and includes contact details like phone, email, website, and address. The second ad is for 'English for Fun' and the third is for 'Irving translations'. Three blue callout boxes provide information about premium ads: 1. 'Your Premium Ad will be summarised on the main listings page. The title of the ad and "more info" links to a whole page of information on your business'. 2. 'Company Logo: Your logo shows up on the main listings page and is increased in size on the whole page of information.'. 3. 'All your contact details: email and website active links.'

- ★ Published in chronological order
- ★ Logo and up to 2 further images
- ★ up to 3000 characters of text
- ★ Contact details: email, web URL, telephone, mobile, etc
- ★ Published in both the English and Spanish versions of KIM
- ★ Save 10% by booking an annual VIP Ad!

Monthly	Annual (includes 10% discount)
€45	€486

# 4. Monthly Newsletter



- ★ Database of nearly 3000 families mainly located in Madrid
- ★ The newsletter is monthly and bilingual
- ★ Content: articles, events, workshops
- ★ Price per insertion according to size, position in the newsletter and season

To see an example of a newsletter click:  
[Newsletter](#)

# 5. Kids Fun Ideas Fairs



Kids Fun Ideas is an interactive fair now in its third edition. It's focussed on workshops, languages, events and resources for children.

Kidsinmadrid advertisers will have the option of a special discount if they book exhibitors space or advertising space in the fair guide at any of our kids fun ideas fairs.

**Frequency:** One day event: annual

**Location:** Madrid (and coming soon Barcelona)

**Visitors:** The last 3 fairs have received close to 10.000 people. Each fair is host to over 40 exhibitors with companies including CosmoCaixa, International House, Aprende Inglés TV, Baby Deli, English for Fun, Enjoy Mandarin, Face 2 Face Productions, Faunia, Snowzone, Booksandmore, Biblioketa, etc

The last edition was filmed by "Aprender Inglés TV" and broadcast several times on national TV.

To watch the summary video click here: [VÍdeo Kids Fun Ideas](#)

**KIDS FUN IDEAS FAIR**

Lots of fun workshops.  
Activities for everyone.  
International products and books.  
Shows, camps and extracurricular activities.  
Competitions.  
Arts and Crafts, magic, music, theatre, raffles, games ...

Learning is fun

**Sunday 6th March**  
11 am to 7.30 pm  
**Hotel Convención**  
C/ O'Donnell, 53  
Metro: O'Donnell (L6) & Goya (L2)  
Bus: 2 & 28.  
Adults 8,50€ children under 12 free

Find out what you can do with kids in Madrid and let them try it out at the fair!

VENTA DE ENTRADAS  
**902 400 222**  
[www.elcorteingles.es](http://www.elcorteingles.es)

[kidsinmadrid.com](http://kidsinmadrid.com)  
**KIM**

A kidsinmadrid.com event in collaboration with Toraniaeventos.es. For full details [www.kidsinmadrid.com](http://www.kidsinmadrid.com)

Torania Eventos

# General



We accept images / artworks in the following formats: jpg, png, o gif  
-72dpi - color RGB

- We accept animated gifs for banners excluding the homepage rotating banner (max 8 seconds)
- We don't currently accept flash
- We offer translating services in English and Spanish. The cost is 12 cents per word with a minimum cost of 20 euros.
- Prices may be subject to change.
- Payment for advertising can be made via paypal or by bank transfer.
- Ads will be published within 24 hours of receipt of required material and following payment.

If you need any assistance please call +34 649 95 46 42  
or email us at: [publicidad@kidsinmadrid.com](mailto:publicidad@kidsinmadrid.com)