



"In Print, Online and On the Go!"

## Welcome to iFamilyKC!

Here are some important features and options to remember, bookmark and USE in order to *garner maximum results* from iFamilyKC:

1. Print advertisers are able to send us a new ad for each print cycle. There is NO insertion fee to change out your ad each month, or as often as you need to. All **new ads and/or ad content is due by 5pm on the 10<sup>th</sup> of each month**. If you need our graphic artist to do a custom design for you, there is a \$50 fee for professional design. Her ad changes or resizing of ads run \$15-\$45 depending on the extent of the changes. Print ads are featured in our monthly print publication AND in our digital magazine at [http://ifamilykc.com/current\\_issue.php](http://ifamilykc.com/current_issue.php) with LIVE link to your web site listed in your ad.
2. All advertisers are invited to submit your event details to our **online calendar** on [www.iFamilyKC.com](http://www.iFamilyKC.com). Our comprehensive calendar gets huge traffic and is promoted on our website AND in our weekly events eBlast to all of our readers, followers & fans. Just go to this link and click the orange SUBMIT AN EVENT button: [http://ifamilykc.com/calendar\\_of\\_events\\_all.php](http://ifamilykc.com/calendar_of_events_all.php) All events are reviewed before they go live. It typically takes 24-48 hours for review, so be sure to submit early.
3. PRINT advertising packages *include some promotions* on our iFamilyKC social media platforms, although there is no guaranteed number of posts, shares or social media promotions. (If you do want guaranteed frequency and quantity of social media promotions, we have an **add-on Social Media Pkg for \$350** which includes 4 posts on iFamilyKC Facebook + 4 posts on our Twitter, + 1 post on Instagram on dates/times of your choice.) Our social media team is constantly watching our advertisers' Facebook pages for **quality content** to share on our iFamilyKC Facebook page which has over 91,400+ engaged fans & growing daily, as well as on our iFamilyKC Twitter. Quality content consists of a great image (usually smiling kids works best), with text details of any special offer, event, new product, class, camp or service you provide. Right now on Facebook, video clips get the best reach. Take a video (can be simply done on your phone) of your facility as a tour to provide a 30-60 second look at your space and product lines, and/or video a class, program or camp taking place to give our readers a bird's eye view of what you offer. These video clips are extremely effective at getting new clients to see all that you offer when we post them on our iFamilyKC social media platforms. **iFamilyKC is officially #1 in engagement with KC Parents on Facebook, so we highly encourage you to take advantage of our strength and success in reaching KC families by participating on Facebook.**

4. iFamilyKC attends and hosts over 40 events each year. **Advertisers are invited to provide flyers, brochures or any other marketing materials for us to pass out at our events** such as Lee's Summit Downtown Days, Merriam Turkey Creek Festival, Just for Her Expo, Baby Love KC Baby Fair, Gladstone Fest etc. + at all of our iFamilyKC Kids Club events throughout the year. Ship or drop your marketing materials to: iFamilyKC 4901 W. 136<sup>th</sup> St. Leawood, KS 66224, receptionist is in 8am-5pm Monday thru Friday. You can drop as few as 200 or up to 3,000 pieces and we will make sure they get into the hands of KC parents throughout the year. **THIS IS NOT THE ADDRESS TO MAIL AD FEE PAYMENTS TO**, use the PO BOX address on invoice for any payments.
5. Print advertisers get a **HUGE DISCOUNT** – almost 50% OFF - on our exclusive iFamilyKC Dedicated eBlasts. Our iFamilyKC eBlasts go out to over 18,000+ local families that have opted into our eNews list and are \$395 each for non-print advertisers, **but only \$200 each** for PRINT advertisers running a PRINT ad at the time the Dedicated eBlast goes out. Our Dedicated eBlasts are extremely effective. Some weeks do fill up so contact us ASAP to reserve your preferred dates early to guarantee the timing that will serve you best.
6. Print Advertisers are exclusively eligible to **host one of our iFamilyKC Kids Club** events at your location. These events are designed to be marketing tools to bring you new customers/students. Details here on our FAQ page:  
<http://ifamilykc.com/cmsAdmin/uploads/ifamilykckidsclubeventfaq2016-2.pdf>
7. **iFamilyKC Annual Field Trip Guide** targets educators, scout leaders, homeschool groups and community centers that organize group outings for children. It is printed and mailed out in September of each year as well as featured online 24/7 for 12 months on homepage of iFamilyKC.com AND on [www.FieldTripGuideKC.com](http://www.FieldTripGuideKC.com) too. If you host or provide educational tours, services or entertainment to student groups, scout groups or homeschool groups you need to be in our annual Field Trip Guide for a one-time annual fee:  
<http://ifamilykc.com/cmsAdmin/uploads/ifamilykcftgmediaguide2016.pdf> Deadline is August of each year but we do place ads in the publication in the order that paperwork is received so *get your ad agreement in early!*
8. Monthly advertisers' 1<sup>st</sup> month's ad fees are always due up front. After that, if you have chosen to pay by credit or debit card, your card will be charged on the 10<sup>th</sup> of each month in the month prior to when the ad will run, and you will automatically be emailed a receipt. If you have chosen to pay by check, you will be emailed an invoice on the 1<sup>st</sup> of each month. Payment is due by the 10<sup>th</sup> of that same month.
9. We do have a \$25 late fee for ads or ad content not received by 5pm on the 10<sup>th</sup> of each month and we cannot guarantee data received after the deadline time/date will make it in the new issue before print. Also \$25 late fee for any ad fees not received by the 15<sup>th</sup> of the month.