



Jill Jarvis
BigKidSmallCity.com
Jill@BigKidSmallCity.com, 858-401-9774
Facebook/Twitter/Instagram: BigKidSmallCity

About BigKidSmallCity.com:

Page Views: 152,000
Email Subscribers: 15,000
Facebook: 26,100
Twitter: 4,790
Instagram: 1,390

Audience: 91% Female, 71% Houston, 20% Houston Area
Ages 25-45 w/ kids 0-12
Top Google listing for "Things to do in Houston with kids" & "Best places to eat in Houston with kids".

Advertisers on BigKidSmallCity know exactly what they are getting. No guessing, no general distribution numbers, no numbers from surveys. Every single view and click is measured and available for our customers. If you are trying to reach Houston parents for your events, products or service, this is the place to do it.

Products & Rates:

Ask about 2-for-1 Posts for 501(c)3 Nonprofits. Ask about bulk pricing for events that last several weeks or on a series of sponsored posts.

1. Your Event Listed in Events Post: \$15/week

2. Your Event Highlighted in Events Post Introduction + Newsletter + Weekly Video + Social Media: \$300/week

Published each Monday for the events for the next Thursday through Wednesday.

Recommended for events in Houston. A highlight in the popular weekly events list will bring it attention and clicks to your website/event page. A dedicated post (#3) will bring even more visibility.

3. Advertorial/Dedicated Post + Social Media Posts + Newsletter Mention + Events Listing (if applicable):

1 Post: \$450, 2 Posts: \$850, 3 Posts: \$1,100, 4 Posts: \$1,400

Recommended for advertising your business or event with pictures, testimonials and details. These posts are amplified on social media and in the weekly newsletter. Multiple post packages can be used over several months or several weeks. For events, if you purchase this option, you get the highlight (#2) and social posts (#4) for no extra charge.

4. Your Event Promoted on Facebook & Twitter (Not on Website): \$175 for 1 Facebook Post & 1 Tweet

Recommended for reaching Houston parents with events or business details, with a smaller budget.

If you purchase #2 or #3, this is included for no extra charge.

5. Newsletter Ads: \$200

Your Ad Inside 1 [Newsletter](#) (Sent each Monday & Thursday to 15,000) – 600x74 or 300x250 Ad

You can use tracking code on the website and a tracking link in the newsletter.

6. Event List Post Sponsorship: \$600

Houston parents seek out this weekly events post each week. Outgoing clicks are the highest on this post, making BigKidSmallCity.com a top referrer of online traffic to many businesses around Houston. Example of post is [HERE](#).

2 Links in Introduction of Events List

1 Link from Photo in the Events List

1 Ad in Post

7 Facebook Posts (daily at 7pm) with you mentioned as the sponsor.

7. Website Sponsorship: \$1,000

Recommended for making a big impact and reaching Houston parents with your event, service or business. You get to "Take Over" BigKidSmallCity.com, and all the social media and email platforms for 1 week. This includes:

2 Advertorials/Dedicated Posts or Giveaways

2 Links in Introduction of Events List, 1 Link from Photo in the Events List

7 Mentions on Facebook

Your Ad Inside the Monday and Thursday Newsletter

8. Power BigKidSmallCity.com:

This is not for everyone, but this makes the biggest impact and reaches every Houston parent that visits the website and Facebook page. You get to "Power" the website for a week or month.

Your name or logo in the BigKidSmallCity.com [banner](#) (Mobile and Desktop)

Your name or logo in the Facebook.com/BigKidSmallCity banner

2 Advertorials/Dedicated Posts or Giveaways per Week

2 Links in Introduction of Events List Each Week, 1 Link from Photo in the Events List Each Week

14 Mentions on Facebook Each Week

Your Ad Inside the Monday and Thursday Newsletter Each Week

1 Week: \$2,000, 2 Weeks: \$3,500, 4 Weeks: \$4,500

Need a custom advertising package? Let us know!

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