

Field Trips & Assemblies Guide



MEDIA GUIDE 2025/2026

Our Field Trips & Assemblies campaign gets in front of educators to introduce creative ideas to enhance classroom learning, team building, fundraising and special days. This marketing opportunity includes a dedicated print edition in the fall - The Ultimate NJ Field Trips & Assemblies Guide, with added digital features: web listing & map annual, sponsored content posts, eblasts / newsletter sponsors and digital ad in ebook.

DIRECTLY TARGETS GROUPS...Increase group sales

What's featured? Educational programs, destinations, experts, services, class trip destinations, entertainers, fundraising programs, outreach and assemblies - targeted to groups who plan the enrichment programs and field trips for our youths.

OUR ADVERTISERS INCLUDE:

Discovery & Science
Museum & Aquariums
Historical Destinations
Fundraising
Children's Discovery Museums
Arts/Culture/Theater
Outdoor/Nature/Farms
Camps
Enrichment Programs
Traveling Programs
Entertainment
Outreach Programs
Transportation
Sports Venues
Educational Seminars
Rentals & Resources



DISTRIBUTION:

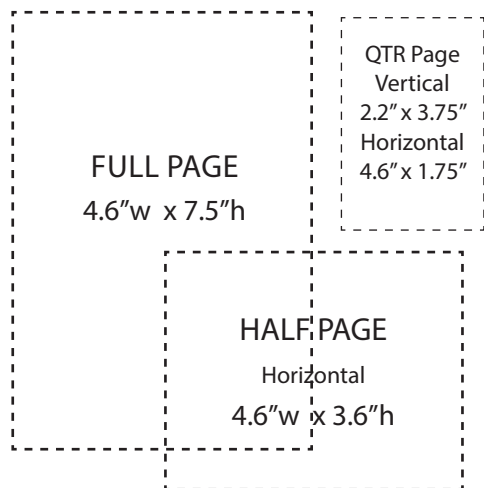
Mailed to schools (public and private), camps, scouts, and institutions throughout NJ

Direct Mail
Teachers Convention
PTO Expos and Fairs
Camp Fairs
Homeschool Networks
plus e-book distribution

(Email distribution of e-book direct to subscriber base of 20k+. Viewers click directly to your site from the links embedded in your ad and listing).



Digital / Print Combo: specs & rates



Fall Issue:

Annual Print Deadline: September 1

Ad by: September 10

Spring Digital Issue:

Digital Deadline: February 20

FIELD TRIP GUIDE RATES:

	Annual Mkt Pkg
Full Page:	\$ 1950*
Half Page:	\$ 1195*
Qtr Page:	\$ 795

PREMIUM PAGES:

Front Cover: \$1200

Front cover must accompany
an ad inside the publication.

Fall and Spring Cover is a separate buy

Inside Front/Back Covers:
+10% premium

"We rely on this great resource for all our field trip bookings. It gives us different ideas and places to introduce our students. We have already booked several trips from it, and yes, we do travel all throughout the state!"

Cynthia Engel, Johnson Elementary School

"We were so pleased to have booked our first trip thanks to our awesome cover on the NJ Field Trips and Assemblies Guide! The teacher was outside our school district and an absolutely great example of who we hoped to reach."

Glass Roots

**Annual
Campaign
with more
digital features**

FIELD TRIP CAMPAIGN INCLUDES:

- Ultimate Field Trip Guide: Print Publication mailed and distributed (30K)

digital content includes:

- Digital ad in E-Book (Fall and Spring editions) emailed throughout year
- Directory Listing and Map (stays up for year)
- Themed Shared Eblasts 2x (Fall and Spring) sent to 20K
- Field Trip Themed Articles online

*** FULL and HALF page contracts: get above items plus these featured spotlights:**

- Featured listing on Field Trip main pages
- Featured Spotlight on Large Image Slider (1900px x 510px) online
all with link to your site; in rotation

NJ KIDS: Marketing Reach...Targeted, Integrated, Niche

Connecting families to kids' resources...our network reaches (monthly):



**E-BOOKS
DIGITAL**

Delivered throughout the
year, and monthly to
over 20K subscribers



WEBSITE

40K Engaged Users
70K Pg views
325K Event count
850+ links to our web



**EBLASTS &
E-NEWSLETTERS**

20K+ E-News Subscribers
emailed 2-3x/mth
(open rate: 30%+)
Themed shared eblasts
on select months



SOCIAL MEDIA

25K+, plus
Dozens of in-person
events; represent
American Camp
Association with up
to 7 camp fairs per year



**PRINT
DIGEST GUIDES**

Our niche print titles are
Published 9x a year
Over 250K copies
Targeted, Themed



**SPECIAL
EDITIONS**

Print and Digital Editions:
Camps Guide
Field Trips & Assemblies
Special Needs Guide
Party Guide



EVENTS

Event Calendar
Highest traffic pages



VIDEO

Videos on Listings

973.303.3027 | advertise@njkidsonline.com | www.njkidsonline.com

Operating NJ KIDS since 2004!

NJ KIDS
MEDIA GROUP



ADD ON DIGITAL PACKAGES

beyond Field Trips...



NICHE MARKETING
to reach families, or
concentrate your
marketing

DIGITAL COMBO PACKAGES

These packages deliver direct and concentrated exposure depending on your time period. Includes a combination of enewsletters, eblasts, digital ads and social media.

1 MONTH BASIC EXPOSURE PACKAGE - \$525

- Web Banner package: main image slider, leaderboard and big box

2 MONTH MEDIUM EXPOSURE PACKAGE - \$975

- Web banner package: main image slider, leaderboard, big box
- 2x Email Display Ads (enewsletters) over 2 months
- 4x Social Media posts

3 MONTH HIGH EXPOSURE PACKAGE - \$1600

- 1 Dedicated Eblast
- 1 Featured sponsored post on www.njkidsonline.com (full article highlighting your business with photo, full description, links)
- Web banner package: main image slider, leaderboard, big box
- 3x Email Display Ads (enewsletters) over 3 months
- 6x Social Media posts

6 MONTH PLATINUM EXPOSURE PACKAGE - \$2600

- 2 Dedicated Eblasts
- 1 Featured sponsored post on www.njkidsonline.com (full article highlighting your business with photo, full description, links)
- Web banner package: main image slider, leaderboard, big box
- 12x Email Display Ads (enewsletters) over 6 months
- 12x Social Media posts

EMAIL MARKETING

These email packages are perfect for special events, holiday specials, open houses, and promotions. They include a combination of eblasts, enewsletters and social media.

EVENT COMBO PACKAGES - \$750 EMAIL CAMPAIGN

Includes a combo of (1) dedicated eblast, (2x) newsletter featured sponsors, and (4) social media shout outs and calendar posts.

DEDICATED EBLAST - \$625 EMAIL CAMPAIGN

Eblast is dedicated to your business. Provide text, image(s), url link, special offer, contact info. Excellent for special promotion, open house,...

NICHE CAMPAIGNS

Our marketing campaigns:

- **NJ KIDS on the Go!** Things To Do, programs, classes targeting families throughout the year (Digital & 5x Print)
- **Summer Camp Guide** (Annual Print & Digital)
- **Summer Camp Fairs** (In Person during Jan-Mar)
- **FIELD TRIPS & ASSEMBLIES GUIDE** (Annual Print & Digital)
- **Special Needs Guide** (2x Print & Digital)
- **Birthday Parties & Celebrations** (Digital)

