

2019 MEDIA KIT



Advertising on HappiYoungstr provides exposure to thousands of parents specifically looking for businesses like yours. HappiFamli sites average between 10-15k visitors every month. We make sure that our programs to reach those parents save you time, save you money, and bring you customers.

ONE BIG HAPPIFAMLI

HappiFamli is THE GO TO BRAND that families use to plan their children's needs all year round. To take advantage of our continuum pricing and reach three times the audience email us at sales@happifamli.com or call 512.651.3575.

BUSINESS LISTING PLANS

Simply put, the HappiFamli Brand Network drives business. Investing in advertising with us gives you visibility to thousands of parents while delivering an average of 32% CTR (click through rate) on our listings and a 2.2% CTR on our ads. Coupled with a CPC (Cost per click) rate 35-90% less than Facebook ads makes partnering with us a smart investment. And if you're a non profit, we're proud to go the extra mile and offer a 25% discount.



FREE

FREE LEVEL

- A link to your website
- Displayed phone number
- Displayed email address
- A brief description of the business



\$150/month

GOLD LEVEL

- Search listing appears above Basic Level businesses
- List detailed information on your offerings
- Logo Image on listings and ability to upload testimonials and pictures
- Website box ad (125x125)



\$200/month

PLATINUM LEVEL

- Search listing appears above both Gold and Basic Level businesses
- List detailed information on your offerings
- Logo Image on listings and ability to upload testimonials and pictures
- Website box ad (125x125)
- Rotating ad at top of search page (550x340)



\$300/month

CONTINUUM LEVEL

- All of the Platinum Level features on all of the HappiFamli brands for one price.

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A LA CARTE

BUSINESS PROMOTION

\$150 each

Blog, Facebook and Instagram posts on your business

BANNER ADS

\$75/month

Your 710x90 ad is displayed on specified search pages within site



GUIDES

CHILD CARE & PRESCHOOL GUIDE

October 2018

Focuses on child care and preschools, targeting ages 0-5

HOLIDAY CAMP GUIDE

November 2018

Focuses on Thanksgiving and Winter Break Camps

CAMP GUIDE

February 2019

Focuses on Spring Break and Summer Camps

Additional guides will be published quarterly in 2019



EVENTS

HAPPICAMPR CAMP FAIR

Sunday February 24, 2019

HELLONABR CAMP FAIRS

Saturday February 9, 2019

In the Forest Oaks Neighborhood in Cedar Park

Saturday February 16, 2019

In the Circle C & Shady Hollow Neighborhoods in SW Austin

Saturday February 23, 2019

In the Avalon Neighborhood in Pflugerville

Business Registration Tool

"An integrated, cloud-based registration tool would be awesome!" It's what we heard from dozens of parents and businesses like yours. If you accept applications and payments the old fashioned way (by hand) or you're using an antiquated, wonky registration tool, meet the new sheriff in town.

We made it easier for parents to make it easier for you.

Parents can now search and sign up for your business all in one place using our listings marketplace and universal application. Businesses like yours can quickly build and manage our registration system to list camps and activities, sell some or all of your spots, customize registration forms, sort data, create detailed reports, and process payments.

Affiliate Marketing

Need a little boost to fill a few remaining spots? HappiFamli offers programs that puts us to work finding and closing qualified leads.

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