



metro family Media Kit

The BIG problem

Busy local parents are looking to:

Discover fun places for family outings

Get advice on how to support their child's mental well-being

Find extra-curricular activities

Find a doctor for their child

Send their child to private school

Where do they turn?



Nowhere?

Anywhere?

The
Solution



metro
family

MetroFamily provides numerous ways to connect OKC area parents to the resources and information they need!

Magazine



Website



E-mail



Social



Events



Our content is our secret sauce!

For over 25 years, parents have relied on MetroFamily to provide them the timely, helpful content they need to raise healthy, well-adjusted kids.



“We love the content! So much to discover!”

S. Gregory

“I love that you post family activities. We have gone to so many.”

M. Bunger

**metro
family**

How we delight our readers

Comprehensive calendar

Families can always find the best things to do with their kids through our calendars (in-print and online) and our popular Weekend Picks e-newsletter.

Advice from trusted experts

From mental wellness tips to parenting advice, our content provides expert, local answers to the top questions parents are asking right now.

Directory listings

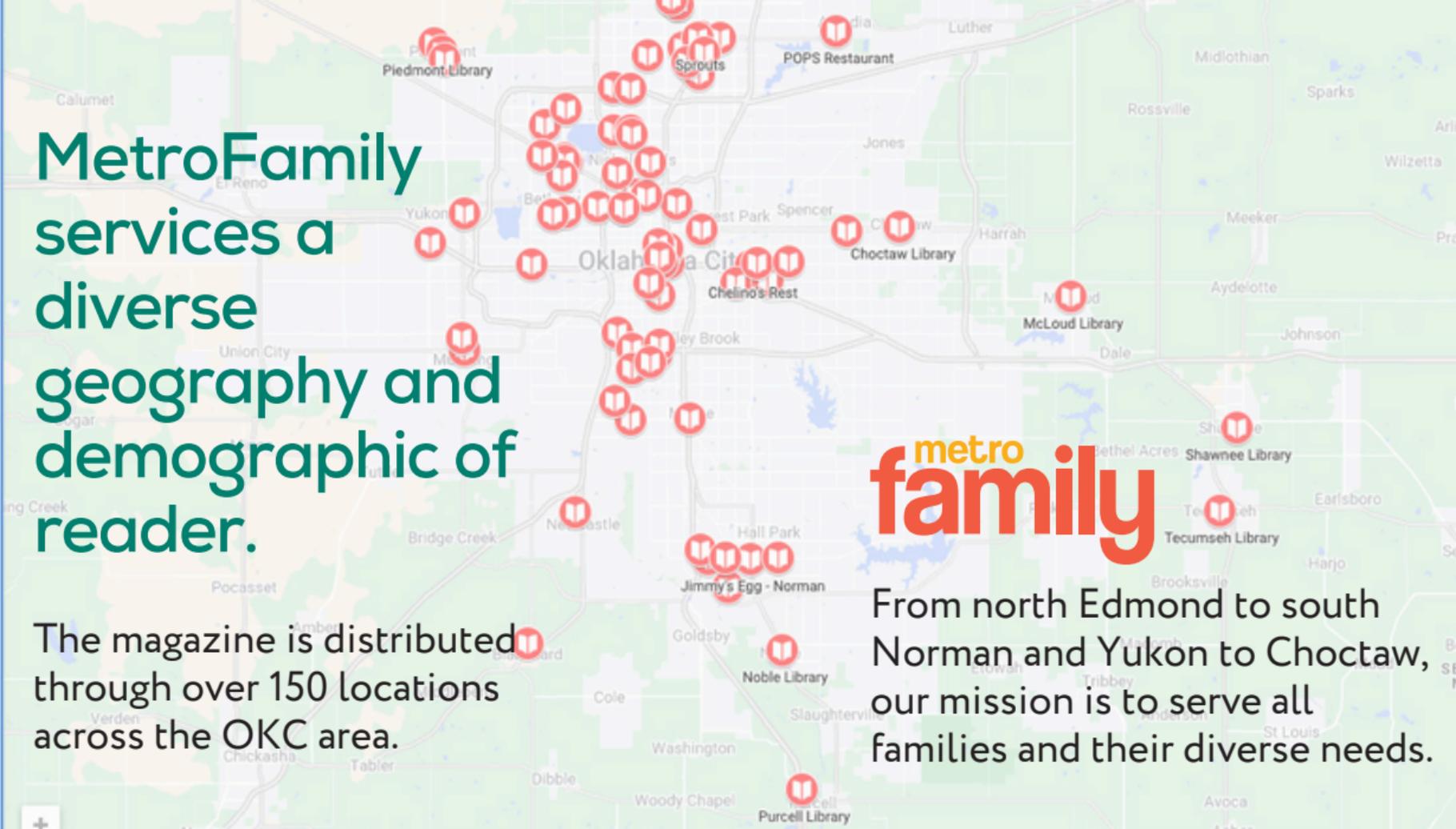
Our directory listings for party places, service providers, kids programs, private schools, field trips and more provide the perfect info for parents' needs.

Family Favorites

This best-of list selected by our readers includes resources from pediatricians and martial arts studios to local attractions and family-friendly restaurants.

Inspirational stories

The stories about local parents, their hardships and triumphs, help our readers feel less alone in their parenting journey.

A map of the Oklahoma City metropolitan area showing the distribution of MetroFamily services. Red circular icons with a white book symbol are placed at various locations across the city, including areas like Edmond, Norman, Yukon, and Choctaw. Some locations are labeled with names like 'Piedmont Library', 'Sprouts', 'POPS Restaurant', 'Chocotaw Library', 'McLoud Library', 'Shawnee Library', 'Noble Library', and 'Purcell Library'. The map also shows major roads and surrounding towns like Union City, Chickasha, and Broken Arrow.

MetroFamily services a diverse geography and demographic of reader.

The magazine is distributed through over 150 locations across the OKC area.



From north Edmond to south Norman and Yukon to Choctaw, our mission is to serve all families and their diverse needs.

MetroFamily by the numbers



38K

print readers

22K

e-newsletter
subscribers



83K

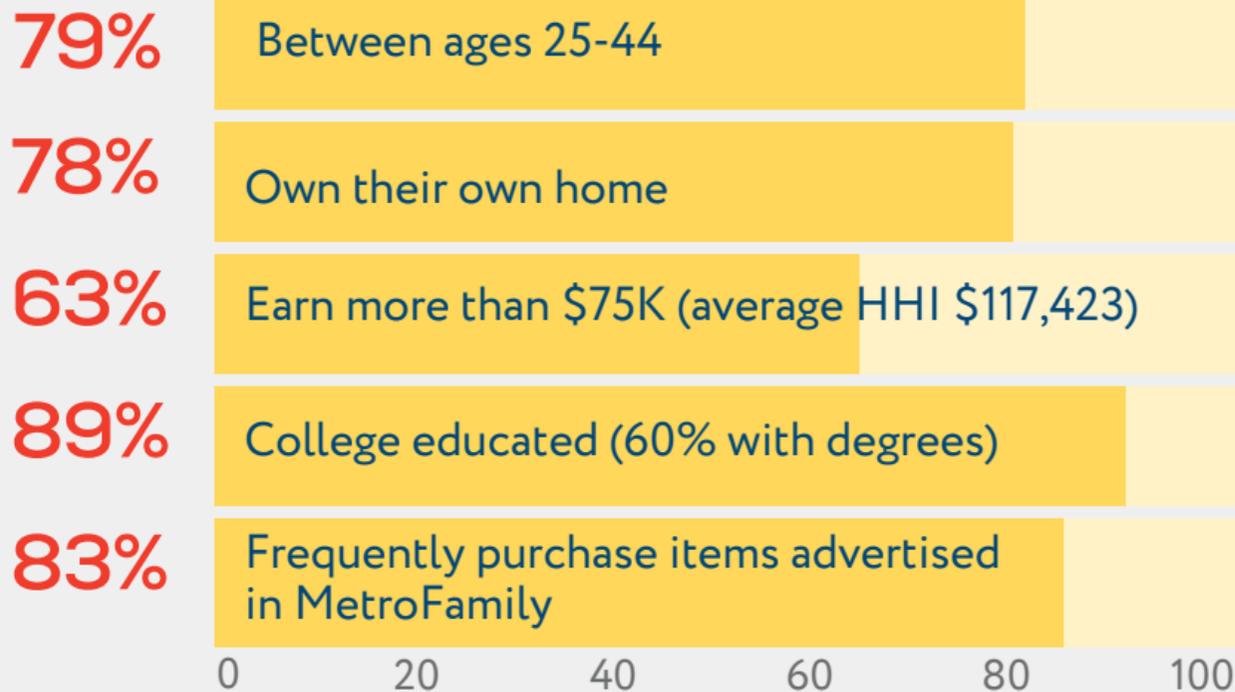
average monthly
website visitors

49K

social media
followers



Reader demographics



* Stats from reader survey, fall 2021



73% of moms
are employed;

51% are employed
outside the home.

Why partner with MetroFamily?

Great CONTENT! That's the secret sauce that keeps our parent audience coming back to MetroFamily often. They know we'll provide the best resources and information – and the ads and branded content stories they find along the way are a big part of what they are looking for.

We listen to our clients and **customize packages** for them based on their message, budget and needs. From there, we integrate what will work from all of our platforms to ensure you get the results you desire.

As award-winning content providers who are intimately aware of the needs and wants of our audience, we are uniquely positioned to help you **craft your brand story**, tailored to this readership. Our content marketing products and services are perfect for anyone with a story to communicate to local parents.

Personal touch: Our entire staff is dedicated to serving parents and the advertisers who want to reach those parents with programs tailored to surpass their goals.

How can your message stand out?

Sponsored content

Tell a robust story about your brand.

Targeted advertising

Enhance your brand, awareness & reach.

Prominent sponsorships

Associate your brand with engaging, relevant content, special projects & sections.

Directory listings

Showcase what you directly offer to parents year-round.

Email newsletter & social media campaigns

Reach MetroFamily's most engaged readers.

Event marketing

Sponsor or become a vendor and get face-to-face with local families at our signature events, Kids Fest and Geekapalooza.

Lead generation

Sponsor a unique contest and benefit from gathering emails of those interested in knowing more about your product or service.

What our advertising partners are saying:

SoccerCity has been using MetroFamily Magazine for over eight years now. We have been thrilled with the results we have received and this has helped get the word out for our children's program. When new customers come in, MetroFamily has consistently been one of the top places people have heard about our program! So much in fact that we are looking to expand our advertising with them! Thanks MetroFamily for all you do!!!

– Matt Fansher, SoccerCity OKC



A few of our community partners:



OKC PARKS



Heartland
Flyer



OKC ZOO



OKCMOA
Oklahoma City Museum of Art



bethany children's
HEALTH CENTER





metro family Print advertising



Winner of the 2024 Gold Award for General Excellence,
Parenting Media Association's highest award

Our print magazines



With a circulation of 15,200 issues and estimated readership of 38,000, our magazines reach a large audience of engaged local families.

We offer unique content marketing products and print display advertising ranging from full page ads to quarter page ads. And we often have special section advertising and listings that can help your business or event stand out — at the perfect time!

PRINT PRICES:

Full Page \$1999

2/3 \$1499

1/2 \$1299

1/3V or H \$999

1/4 \$499

1/8H \$279

Print dates and themes ^{metro}family

Jan/Feb:

The Learning Guide

Space reservation: Dec 4
Ads due: Dec 9
On newsstands: Jan 2

Mar/Apr:

Summer Camp Guide

Space reservation: Feb 5
Ads due: Feb 11
On newsstands: Feb 26

May/June:

Summer Fun Guide

Space reservation: Apr 9
Ads due: Apr 15
On newsstands: Apr 30

Jul /Aug:

Family Favorites

Space reservation: Jun 6
Ads due: Jun 17
On newsstands: Jul 2

Sept/Oct:

Healthy Families Guide & Fall Fun

Space reservation: Aug 6
Ads due: Aug 12
On newsstands: Aug 27

Nov/Dec:

Holiday Fun and Faces & Places

Space reservation: Oct 8
Ads due: Oct 14
On newsstands: Oct 29

Ad size options

There is something for everyone in terms of ad size! Stand out more prominently by upgrading into special placement:

- Back cover (+\$350)
- Inside front cover (+\$250)
- Inside back cover & page 3 (+\$200)

Or request a special placement on another page for 10% more.



Full page full bleed ad

Trim: 8.375" X 10.875"
Bleed: 8.875" X 11.375"
Safety margin: 8" X 10.5"



2/3 page full-bleed ad

Trim: 5.4" X 10.875"
Bleed: 5.9" X 11.375"
Safety margin: 5" X 10.5"



Half page ad

Trim: 7.375" X 4.75"
Bleed: None



1/3 page vertical ad

Trim: 2.85" X 10.875"
Bleed: 3.35" X 11.375"
Safety: 2.425" X 10.5"



1/3 page square ad

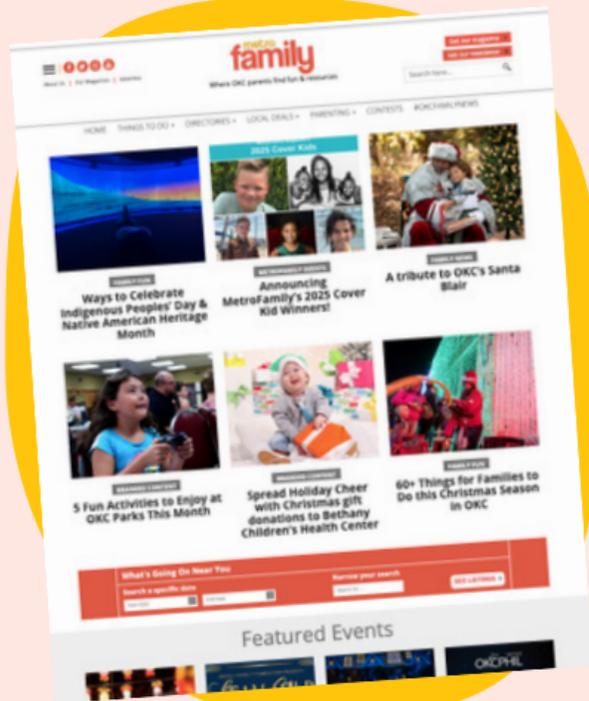
Trim: 4.8542" X 4.75"
Bleed: None



1/4 page ad

Trim: 3.625" x 4.75"
Bleed: None

Help our engaged website enthusiasts find you!



- Reach approximately 83K monthly, engaged local readers (559K monthly activities)
- Above-average click-thru rates on ads
- A wide variety of display digital ads (including sticky ads!) and content options that are SEO optimized
- SEO-optimized directory listings to help tell your story in the context of your category
- Unique and heavily promoted options for branded content so you can tell your story

Website ad options

800X400 for one month	\$429
800X200 for one month	\$379
Calendar sponsorship for one month* (2 ads, 800X100 & 300X100)	\$549
Billboard (970X250) for 10 days	\$549
Adhesion ad for 10 days (800X200 that is "sticky" on the web pages)	\$549
Sticky Note ad for 10 days at the top of the page	\$549

*Calendar sponsorship ads run in the calendar section; other ads are run of site in one of two zones.

Directory listings

Parents are always looking for trusted local resources and **MetroFamily is their go-to guide.** Whether it's birthday parties, private schools, summer camps, or kids' programs, our searchable family directories help parents find the perfect fit for their needs.

With a year-long directory listing on our website, your business or service will be visible to families at just the right moment—when they're ready to make decisions.

Choose between one of three levels: Sponsorship, Premium and Basic.



Directory listings

Sponsorship level

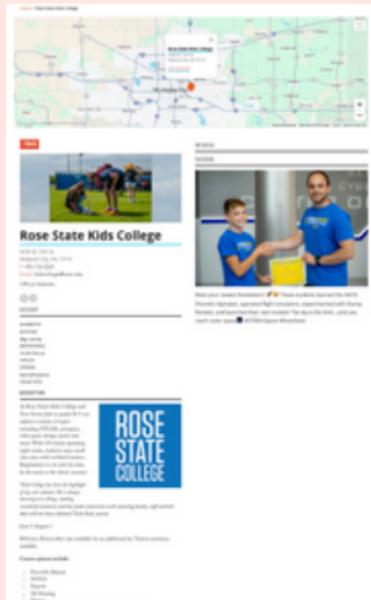
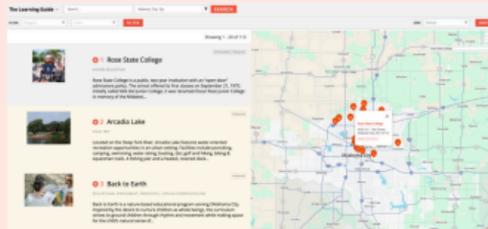
- **Be at the top of the list!** Your listing appears first in alphabetical order with:
 - A description expertly optimized for SEO by our team
 - A video you provide to showcase your business
 - Contact information and a clickable link to your website
 - A live feed of your social media updates, keeping your listing fresh and engaging

COST: \$999 for 12 months

Premium level

- Stand out just under the sponsorship listings in alphabetical order with:
 - An SEO-optimized description by our experts
 - Contact information and a clickable link to your website
 - A live feed of your social media updates

COST: \$799 for 12 months

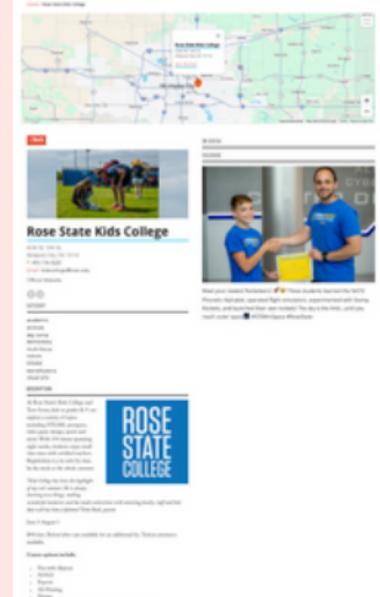
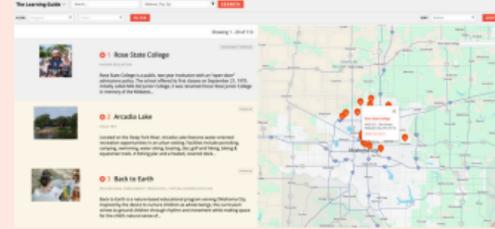


Directory listings

Basic level

- Get listed at the bottom of the directory in alphabetical order with:
 - A short description
 - Contact information
 - A clickable link to your website

COST: \$300 for 12 months



Featured calendar listings

MetroFamily's calendar is known for being the best resource in the metro to find family-friendly events. Make sure your event gets the spotlight it deserves! Parents searching for things to do will see your event highlighted on both the homepage and in our calendar section. For two weeks, your SEO-optimized listing will be featured prominently:

- On our homepage
- Within the calendar section, listed every day your event is active

COST: \$249

Featured Events

- Educational Events** • **Creatividad silvestre | Wild Creativity at Sam Noble Museum** 2025-01-24
- Oklahoma Festivals** • **Lunar New Year at the Gardens** 2025-01-25
- FREE** • **Lien Dance Performances at Mingva Studio** 2025-01-26
- Civic Center** • **ONE PhD Discovery Family Series Concerts - As Heard on TV at Civic Center** 2025-01-26
- School Age Kids** • **ONE Parks Experts Super Smash Bros Tournament** 2025-02-01
- Educational Events** • **FREE Oklahoma City Dr. Martin Luther King, Jr. National Holiday Celebration** 2025-02-01
- FREE** • **FREE Crafty Friday at Myrtle Gardens** 2025-02-07
- Educational Events** • **FREE Second Saturday at Oklahoma Contemporary** 2025-02-08

What's Going On Near You

Search by location, date, category, and more. [Submit your event listing](#)

Calendar

Jan	Feb	Mar	Apr	May	Jun
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31					

6th Jun 26, 2025

- Event for Day**
- Monday at Sam Noble Museum**
- Hours: 10:00 AM - 5:00 PM**
- Category: Educational Events**
- Location: 2445 Choksygarden, Norman, TX 77724, US**

Featured Events

- Educational Events** • **Wild Creativity at Sam Noble Museum**
- Lunar New Year at the Gardens**
- Lien Dance Performances at Mingva Studio**
- ONE PhD Discovery Family Series Concerts - As Heard on TV at Civic Center**

Creatividad silvestre | Wild Creativity at Sam Noble Museum

Featured Events

- Educational Events** • **Wild Creativity at Sam Noble Museum**
- Lunar New Year at the Gardens**
- Lien Dance Performances at Mingva Studio**
- ONE PhD Discovery Family Series Concerts - As Heard on TV at Civic Center**
- ONE Parks Experts Super Smash Bros Tournament**
- FREE Oklahoma City Dr. Martin Luther King, Jr. National Holiday Celebration**
- FREE Crafty Friday at Myrtle Gardens**
- FREE Second Saturday at Oklahoma Contemporary**

Date/Time
January 19, 2025 to May 04, 2025
10:00 AM until 05:00 PM

Location
This event occurs weekly, on Sunday, Tuesday, Wednesday, Thursday, Friday, Saturday

Description
The Spanish-English exhibition explores biotechnology and engineering concepts through hands-on, interactive design and engineering challenges inspired by our natural world. Learn how our human-made world is inspired by the natural world and how we can continue to use nature's inspirations to solve new and pressing challenges.
Tuesday - Saturday, 10 a.m. - 5 p.m. & Sunday, 1 - 5 p.m.

Location
Sam Noble Museum
2445 Choksygarden,
Norman, TX 77724, US

Additional Information

Website
<https://samnoblemuseum.org/>

Cost
Free with admission - Adults, \$12; Kids (4-10) \$7; Kids (3 & under) Free.

Age
All ages welcome

Sponsor a web page appropriate for your brand message

Imagine your business being the star of one of our popular website pages that perfectly matches your message. A family-friendly restaurant could sponsor the “Kids Eat Free” page, with their special highlighted at the top. Or a “mommy and me” program could be featured on our popular list of local programs for parents and toddlers.

This sponsorship ensures your business is front and center:

- Your photo and business info highlighted at the top of the page
- A direct link to your website
- Promoted twice during the sponsorship year on our social media and in our e-newsletters (*valued at \$1,296 alone!*)

COST: \$999 for 12 months



Sensory Sensitive & Adaptive Activities in the OKC Metro
SPONSORED
By Oklahoma City Parks & Recreation Department

BY LINDSAY CUOMO
Reading Time: 3 minutes

Local events and parks programs can be overwhelming for people with sensory sensitivities. Around the Oklahoma City metro area, family-friendly venues offer inclusive events and other accommodations aimed at welcoming all families to enjoy their fun amenities.

This article is generously sponsored by **Oklahoma City Parks & Recreation**. The mission of OKC Parks is to provide cultural, social and recreational experiences to the community to cultivate wellness and encourage a healthy lifestyle. OKC Parks wants to inspire families to explore, learn, grow and play!

(Editor's Note: This is a working list last updated on Nov. 15, 2024. If you know of other events happening in the Oklahoma City metro area, please email editor@metrocitymagazine.com.)

Adaptive Programs & Activities at OKC Parks
OKC Parks offers activities, programs and special events designed to cater to all, including numerous adaptive activities perfect for

EXAMPLE: OKC Parks wanted to shine a light on their adaptive programs so they sponsored this page.

metro family

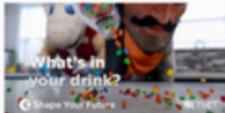


Top 10 Free Things to Do in October

It's almost October! And that means it's time for our list of the top 10 FREE things to do around the Okanagan Valley before the Thanksgiving holiday. See these family-friendly activities and so much more.

Okanagan City Theater
Free for a giveaway sponsored by OKANA, where you save 17% on your average gas in 2020!

VIEW MORE



What's in your drink?

Shape Your Future



Pumpkinville at Myriad Gardens

The pumpkins are coming! Pumpkinville at Myriad Gardens opens Oct. 4 and includes a variety of fun activities for the whole family, including pumpkin carving, pumpkin painting, and more. Plus, enjoy hand-crafted games, theater, and more. Free admission, donations appreciated. Oct. 4-11, 10 a.m. to 4 p.m. Admission is free. Pumpkins are open through Oct. 25.

Sponsored by Myriad Gardens

VIEW MORE

Don't Miss:

- 📺 [Big Bear](#) is back! Watch the former Bear on our comprehensive guide of events, offers, tickets and activities to help you plan your trip.
- 🎪 The exciting new [Sawtooth Park](#) is scheduled to host a wide variety of activities and events for the fall. See the highlights on our [Sawtooth Park](#) page.
- 📺 [Lynx's A Christmas Carol](#) will be on for a limited time.



@theadhand

5. Why didn't the show start at the beginning?

Me: It's not Netflix, it's regular tv. All the shows are running all the time.

5: That sounds like a total mess.



metro family
Hello Weekend!

Weekend Picks is a generous sponsorship by

OKANA
RESORT & INDOOR WATERPARK



Weekend Pick: FREE Winter Solstice Celebration at First Americans Museum

The [Winter Solstice Celebration](#) at First Americans Museum will include an artist mini market, cultural speakers, hands-on activities and more. The highlight of the event will be viewing the sunset through the FAM Mound Tunnel at about 5:10 p.m., followed by a walk-through light and sound experience inside the tunnel.

ADDITIONAL PICKS:

📸 [FREE Photos with Santa & Sleigh](#) with [Mrs. Claus](#) at Myriad Gardens on Saturday

🎪 [FREE Sleds](#) at [Sawtooth Park](#) on Saturday

📺 [Lynx's A Christmas Carol](#) at the Plaza Theatre through Sunday

Weekend Picks is generously sponsored by OKANA Resort & Indoor Waterpark, now taking reservations beginning Feb. 21, 2020!

VIEW ALL WEEKEND PICKS

E-mail
advertising
Reach our most engaged fans

metro family

Choose between ads in our daily e-newsletters or e-blasts.

Daily e-newsletters:

- Great for branding and product/event marketing.
- Sent to approximately 16K active subscribers with an average open rate of 40%.
- Display ad sizes are 800X400.
- Content e-news ads include a photo or logo and a short paragraph.

Since having my baby, MetroFamily has become one of the best resources for our family. From discovering local events to accessing valuable information, podcasts, parenting advice, nutrition tips and even exciting contests, it has been an incredible support system. I always feel motivated to participate and love sharing it with friends, encouraging them to subscribe to the newsletter and enjoy all the benefits it offers. – E. Morales



Daily e-news ad pricing

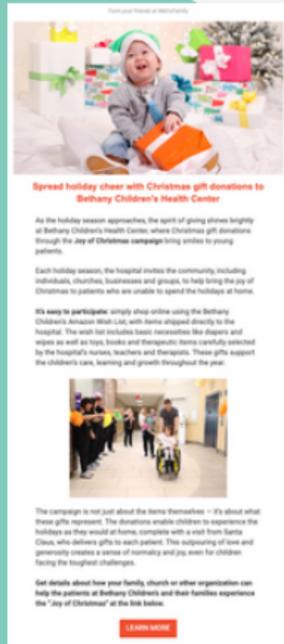
- Top ad: \$299
- Featured content e-news ad: \$299
- Middle ad: \$249
- Bottom ad: \$199
- **Sponsorship of a daily e-newsletter** (all 3 ads in one email are yours; ads can be 800X400 and/or 800X200): \$747

The screenshot shows a vertical email newsletter layout. At the top, there are several small promotional banners. Below these is a blue banner for 'THE DICK'S SPORTSWEAR' with the text 'Members EXPLORE More Members EXPERIENCE More Members LIVE More'. This is followed by a large advertisement for 'LAST CHANCE to enter our Ultimate Holiday Giveaway' featuring a resort image and text about a \$25,000 prize. Below that is a 'BECOME A FOSTER PARENT!' advertisement with a family photo and the IHF logo. At the bottom, there is a 'YOU'RE INVITED WINTER WORKSHOP' advertisement for Dick's Sportswear, featuring a QR code and an image of a Dick's store.

Make a statement with an e-blast

E-blasts are all about your message — you get 100% of the share of voice!

- Choose to send your e-blast to our 16K active MetroFamily subscribers with a 40% average open rate: \$999
- **OR** send a **targeted e-blast** beyond our audience. These subscribers can be targeted by income, children in the home, zip code, etc. We work with you to determine the best audience*: \$1,299 (for 40K e-mail sends)



* Can be targeted by geography, income level, ages of children in the home and numerous other demographic factors. Open rates are lower than e-blasts sent to our own subscriber list (9-14%).

Get face-to-face with future customers through our signature events!



metro
family

Become an event sponsor or vendor



Sponsorships include not only logo views, media coverage and special placement at the event, but also a true ad buy for your own marketing – a huge value!

Kids Fest is where kids play and parents plan! This event is a one-stop shop for family fun and resources. Kids Fest is held in the spring and regularly draws over 1,200 attendees.

Geekapalooza, held in the fall, connects families with all kinds of resources and excitement around the topics of STEAM (science, technology, engineering, art and math). This engaging event regularly attracts 1,000 attendees.



What our vendors are saying:

I left Geekapalooza feeling so thankful that we attended. We had countless people asking about our programs and expressing genuine interest in what we offer. I love every chance to connect with families in the community, and this event provided such a meaningful way to do that. I'm already looking forward to bringing my team back next year!

- Tyson Woodard, iCode Edmond Director



Our attendance at this year's Kids Fest as well as last year's Kids Fest have been very helpful with allowing us to inform others about the need for good foster homes in Oklahoma. The event attracts a large number of families, which is our target audience. We look forward to attending Kids Fest next year as well!

- Foster Oklahoma

MetroFamily's
Kids
FEST MARCH
29
Rose State College Student Union

IS MY TEEN VAPING?

A parent's guide to protecting against the dangers of vaping

Research conducted by West Chester's HealthLink about 40 parents of parents whose teens vape found no one. The alarming reality comes with a lot of questions – from health risks to signs your teen might be using. Here's a breakdown of what you should know and how to protect children from the dangers of vaping.

Why are vapes popular?

According to the Campaign for Tobacco-Free Kids, about 10% of the 150 million high school students using vapes, and more than 20% of those aged 18-24, use flavored products. This can lead to the "nicotine trap" of the e-cigarette, where an initial taste of nicotine is followed by a more potent nicotine dose, which makes it harder to quit. The nicotine tolerance for the teen vaping can increase with decreased price, more appealing flavors, and longer usage with these devices over time.

Despite their popularity, vapes often contain lead, arsenic, formaldehyde, and other toxic substances. These can cause lung irritation, asthma, and other respiratory issues. Some use other harmful chemicals like diethylene glycol.

Why is vaping bad for teens?

When teens start to use the most popular vapes, they are exposed to nicotine addiction, according to the Youth Risk Behavior Survey. This can lead to long-term health problems, including poor academic performance, mental health issues, and even death. Vaping can also lead to other health problems, such as lung irritation, asthma, and other respiratory issues. Some use other harmful chemicals like diethylene glycol.

The health risks of vaping

Vaping can cause respiratory issues, including bronchitis and asthma. It can also lead to lung irritation, asthma, and other respiratory issues. Some use other harmful chemicals like diethylene glycol. Nicotine can also lead to addiction, which can have long-term health consequences. Vaping can also lead to other health problems, such as lung irritation, asthma, and other respiratory issues. Some use other harmful chemicals like diethylene glycol.

43 Healthy Families Guide

Other nicotine products

There are other nicotine products on the market geared at parents of young teens. E-cigarettes can be flavored, but the flavors are not as strong as those of traditional cigarettes. While nicotine tolerance for the teen vaping can increase with decreased price, more appealing flavors, and longer usage with these devices over time.



One of the new nicotine products on the market geared at parents of young teens.



Talk with your kids

One of the best strategies available to help kids resist peer pressure is to talk with them about the risks of vaping. This can be done in a variety of ways, including through one-on-one conversations, group discussions, and role-playing. It's important to have these conversations early and often, and to be open to listening to your child's perspective.



Kids are curious about vaping.

Answer their questions, share facts and open a dialogue with your age-appropriate conversation guides.

Start the conversation at **Talk About Tobacco** TM

www.talkabouttobacco.com

Healthy Families Guide 43

2024 Summer Safety Guide

Essential tips for OVC families to safeguard summer fun

Hitting the road
Whether you're heading to a camp or a family reunion, it's important to have a plan for your trip. This includes making sure you have enough gas, a spare tire, and a first aid kit. It's also important to make sure you have enough money for the trip, and to have a way to get home if you get stuck.

Be a water warrior
Summer is the best time to enjoy the outdoors, but it's also the best time to get dehydrated. Make sure you and your family are drinking plenty of water, and avoid alcohol and caffeine. It's also important to make sure you have enough sunscreen, and to reapply it often.

The thrill of riding
Summer is the best time to enjoy the outdoors, but it's also the best time to get injured. Make sure you and your family are wearing your seat belts, and avoiding alcohol and drugs. It's also important to make sure you have enough sunscreen, and to reapply it often.



40 www.metrofamily.com

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Win a Summer of Fun!

Enter MetroFamily's Ultimate Summer Fun Contest every day May 15-June 19

Win trips, toys, tickets & more!

Help your dog & your family!

400-871-0000 | 800-Talk-Expanding-DMV | apps.metrofamily.com

Scoot on in!

3 RIDES FOR 3 AGES IN 1 BOX

grow with micro

Thank you for voting us Best Toy Show!

7630 N. Western, OVC 400-845-1415

Content marketing

metro family

www.metrofamily.com

Tell your story through:

Building Bonds and Staying Active
The Huff family shares their favorite YMCA membership parks

Cassidy Huff and her family have been members of the YMCA of Greater Oklahoma City for 10 years and counting. As a busy mom and nurse, she enjoys all the exercise programs and activities that Y has to offer. When so many options, there's something for everyone.

"We've not only really good experiences with the Y and staff. When we lived in Oklahoma City, we went to the Edward's Student Discount and Youth Site locations, but now that we live in Edmond, we now often use the North Park Y and sometimes the South Y."

The membership parks offering access to facilities is a great benefit to Y.

"I love to be there with my son at the Y and to meet other families who share the same interests. I love to be there with my son and my husband and we do."

The Huff family is a proud member of the YMCA of Greater Oklahoma City. For more information on the benefits of Y membership, visit www.youngok.com.

Local families can save money on college tuition

What parents and students need to know about concurrent enrollment at Rose State College

When it comes to college, parents and students often face a lot of questions. One of the most common is how to save money on college tuition. Concurrent enrollment at Rose State College is a great way to do this. It allows students to earn college credit while still in high school. This can help students save money on tuition and books, and it can also help them get ahead in their studies.

Concurrent enrollment is available at Rose State College for students who are currently enrolled in high school and are at least 17 years old. Students must be in good academic standing and have a minimum GPA of 2.5. They must also be recommended by their high school counselor.

Students can earn credit for a variety of courses, including general education, major requirements, and elective courses. This can help students complete their degree requirements faster and save money on tuition.

For more information on concurrent enrollment at Rose State College, visit www.rosestate.edu.

Ready to apply?

Are you ready to apply to Rose State College? Here are some tips to help you get started:

- 1. Research the college: Visit the college's website and learn about its programs, campus life, and admission requirements.
- 2. Contact the admissions office: Reach out to the admissions office to get more information and to schedule a visit to the college.
- 3. Prepare your application: Gather all the necessary documents, including transcripts, test scores, and letters of recommendation.
- 4. Submit your application: Make sure you submit your application by the deadline and pay the application fee.
- 5. Wait for the decision: The college will review your application and contact you with the decision.

For more information on applying to Rose State College, visit www.rosestate.edu.

YMCA group fitness classes available with membership

Class	Water classes	Phone
Cardio	Yoga	Swim classes
Rock climb	Zumba	Tennis

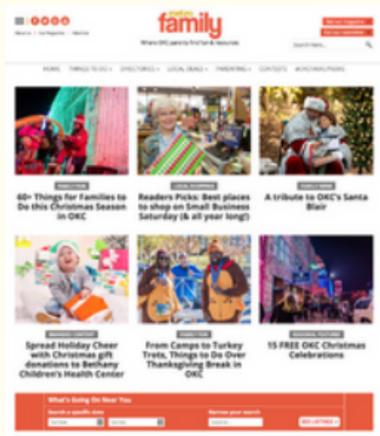
Membership options

The YMCA of Greater Oklahoma City offers several membership options to fit your needs and budget. You can choose from individual, family, or corporate memberships. You can also choose from different levels of membership, including full, partial, and student memberships. For more information on membership options, visit www.youngok.com.

the Y

- Customer success stories
- Industry/subject matter expertise & key insights, establishing you or your business as the leader in your field
- Community causes
- Relatable profiles of people in the community doing inspirational (and challenging) things, such as fostering children
- Explaining a complicated story, establishing your brand story and more

How do we promote your content marketing story?



Website

We'll post your SEO-optimized story on our website forever and highlight it on the home page for 2 weeks.

E-mail newsletters

Highlighted in one of our e-newsletters. Some packages include an e-blast sent to 40K highly targeted subscribers.

Social media

Included as a post in our social media. Some packages include a targeted two-week social ad campaign.



Gold Package (print & digital)



- Strategically written article, 1.5 pages in print.
- Article placed on home page of MetroFamilyMagazine.com for 2 weeks during first month and then resides on our website forever.
- Article optimized with high quality SEO to maximize its current and long-term value.
- One social media post on our most engaging MetroFamily platforms (Facebook and Instagram) during the first month of article.
- One content e-newsletter ad included in an MetroFamily e-news issue in first month.
- E-blast with your entire article sent to 40K highly-targeted subscribers.
- Paid social ad campaign on Facebook and Instagram to a targeted market.

\$4,399 cost (value of package is \$7,093)

Silver Package (print & digital)



- Strategically written article, 1 page in print.
- Article placed on home page of MetroFamilyMagazine.com for 2 weeks during first month and then resides on our website forever.
- Article optimized with high quality SEO to maximize its current and long-term value.
- One social media post on our most engaging MetroFamily platforms (Facebook and Instagram) during the first month of article.
- One content e-newsletter ad included in an MetroFamily e-news issue in first month.
- Paid social ad campaign on Facebook and Instagram to a targeted market.

\$3,249 cost (value of package is \$4,545)

Gold Package (digital only)



- Strategically written article (approximately 500 words).
- Article placed on home page of MetroFamilyMagazine.com for 2 weeks during first month and then resides on our website forever.
- Article optimized with high quality SEO to maximize its current and long-term value.
- One social media post on our most engaging MetroFamily platforms (Facebook and Instagram) during the first month of article.
- E-blast with your entire article sent to our e-mail subscribers.
- Paid social ad campaign on Facebook and Instagram to a targeted market.

\$2,299 cost (value of package is \$3,246)

Silver Package (digital only)



- Strategically written article (approximately 500 words).
- Article placed on home page of MetroFamilyMagazine.com for 2 weeks during first month and then resides on our website forever.
- Article optimized with high quality SEO to maximize its current and long-term value.
- One social media post on our most engaging MetroFamily platforms (Facebook and Instagram) during the first month of article.
- Paid social ad campaign on Facebook and Instagram to a targeted market.

\$1,599 cost (value of this package is \$2,247)



Social media advertising

metro family

Over 49,000 followers through Facebook, Instagram, TikTok and X.

- Organic social media posts are available on our Facebook and Instagram for \$349 but must be part of an overall package.
- Social ad campaigns are available for posts or reels and are targeted to a market that fits your purpose. Cost is \$749 for a post; \$999 for a reel.





SOS Guide

Parents need help! Be branded as the solution through this handy guide.



metro
family

Introducing the NEW OKC SOS Guide!



Connecting OKC parents to the family fun & resources they need

If your business or nonprofit needs to be branded in the mind of our parent and family-oriented readers, the **SOS Guide** is for you! And we know from experience that those advertisers who are steady in front of our readers absolutely get the best results!

The plans include **listing ads in print to help you tell your story**; SEO-optimized **directory listing** on our website; your **listing featured in an e-blast** sent to our most engaged readers; and a **Family Favorites voting ad**. Additionally, high-end package participants can take advantage of the NEW digital-only **Tip of the Month program** that builds on your story and focuses on your business or nonprofit as being the leader in your field.

This set-it-and-forget-it program has the goal of being as easy and effective as possible for our partners!

Good package



- 1/10th page ad (ad includes either a photo or logo; two-sentence description; all contact info including linked URL in digital edition).
- Premium listing in appropriate directory on our website; SEO optimized.
- Listing from print repeated as a listing in a group e-blast, sent two times a year.
- Family Favorites basic digital “vote for us” ad.
- If already named a Family Favorite (or named during the course of your contract), Family Favorite logo added to listing.

**12 month commitment at \$249/month; value of \$3,140
(save \$152)**

Better package

- 1/5th page print ad (ad includes a photo and logo; four-sentence description; all contact info including linked URL in digital edition).
- Premium listing in appropriate directory on our website; SEO optimized.
- Listing from print repeated as a listing in a group e-blast, sent four times a year.
- Family Favorites basic digital “vote for us” ad.
- If already named a Family Favorite (or named during the course of your contract), Family Favorite logo added to listing.
- 1/4 page print ad in issue of choice.
- An additional content e-news ad (\$299 value).
- Ability to participate in the “Tip of the Month” program in one month of the 12-month contract. You provide a tip and we push it out as a part of the “Tip of the Month” program in our e-newsletter, on our website and as a social media story.



**12 month commitment at \$499/month; value of \$6,236
(save \$248)**

Best package



- 1/5th page print ad (ad includes a photo and logo; 4-sentence description; all contact info including linked URL in digital edition).
- Sponsor Level listing in appropriate directory on our website, with listing at the top of all listings (with the other sponsored listings in alpha order); SEO optimized.
- Listing from print repeated as a listing in a group e-blast, sent four times a year.
- Family Favorites basic digital ad.
- If already named a Family Favorite (or named during the course of your contract), Family Favorite logo added to listing.
- 1/2 page print ad in issue of choice.
- PLUS package added if appropriate (\$200 value; examples are Fam Faves; Summer Camp; Summer Fun Guide; Learning Guide; Full Fun Guide) OR choose content e-news ad (\$299 value).
- Ability to participate in the "Tip of the Month" program in two months of the 12-month contract. You provide a tip and we push it out as a part of our "Tip of the Month" program in our e-newsletter, on our website and as a social media story.
- PLUS, tell your brand's story even further by enjoying a social ad boost two times during the year! Participant will work with MetroFamily to determine the best themes of the social media posts and their timing.



12 month commitment at \$649/month; value of \$9,435 (save \$1,344!)

Examples of products included in packages:

Directory Listing

Rose State Kids College
 1410 S Post St, Edmond, OK 73119
 405-348-7600
 cadenceequestrian.com

Starting week of June 7:
 \$295 half day, \$450 full day

Come learn all about horses or expand your skills at Camp Cadence! Weekly camps for ages 3 to 16 provide indoor and outdoor riding opportunities with safe camp horses. No previous horse experience necessary.

City of Edmond Parks
 2717 Maatya Williams Dr, Edmond, OK 73120
 405-339-4630
 edmondparks.com

May 10-Aug. 13
 Camps are available in a variety of topics, including outdoor adventures like fishing, archery and kayaking as well as science, drama, sewing, photography, art, video gaming, computer development and guitar. Day and week-long options available for kids ages 3 through 17. Scholarships available. Registration opens March 15.

Dancing for Eternity
 405-602-1590
 dancingforeternity.org

June 7-9; showcase June 10; FREE
 This FREE ballet camp is for ages 8 to 12 from 9 a.m. to 12 p.m. Applications due May 3; 40 campers chosen, first come, first served. A decision will be made by May 15 whether the camp will be held in person or virtually. Dancing for Eternity is a nonprofit providing dance opportunities to those who might not be able to afford it.

example of 1/10th page print listing

Cadence Equestrian
 1410 S Post St, Edmond, OK 73119
 405-348-7600
 cadenceequestrian.com

Starting week of June 7:
 \$295 half day, \$450 full day

Come learn all about horses or expand your skills at Camp Cadence! Weekly camps for ages 3 to 16 provide indoor and outdoor riding opportunities with safe camp horses. No previous horse experience necessary.

City of Edmond Parks
 2717 Maatya Williams Dr, Edmond, OK 73120
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example of 1/5th page print listing

NATIONAL COWBOY MUSEUM
 The National Cowboy & Western Heritage Museum presents a range of art and artifacts of the American West, including the most famous horses and artifacts of the American West through the art and artifacts, educational classes and demonstrations and a variety of special events.

Edmond Parks
 2717 Maatya Williams Dr, Edmond, OK 73120
 405-339-4630
 edmondparks.com

May 10-Aug. 13
 Camps are available in a variety of topics, including outdoor adventures like fishing, archery and kayaking as well as science, drama, sewing, photography, art, video gaming, computer development and guitar. Day and week-long options available for kids ages 3 through 17. Scholarships available. Registration opens March 15.

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Social Media paid post

MetroFamilyOKC
 metrofamilyokc.com

They specialize in helping families with comprehensive estate planning, ensuring long-term financial security. Their personalized estate plans, or trusts, protect all of a family's assets, including money, property and minor children, in the event of difficult life circumstances.





Raising children is both joyful and stressful. MetroFamily provides the information, stories and inspiration OKC-area parents need and crave during their journey. Connect your business, nonprofit and brand to this very engaged audience today!

Our pledge to you: We will work hard to think outside the box and work with your budget to help you connect with our loyal audience and get the best results possible!

It's helpful to have someone who has already done the research and can help you make sound decisions, like finding a new pediatrician or school. We also really like the events you highlight. It gives us ideas on things to do that maybe we wouldn't have thought of. - Megan T.

Contact us today!

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Sarah Taylor • 405-818-5025 • sarah@metrofamilymagazine.com



metro family