

2026 HOLIDAY GIFT GUIDE

Gifts Local Families Will Love



Experiences



Memberships



Classes



Camps



Tickets



Local Favorites



Local Gifts.
Brighter
Holidays.
♥

Promote Your Holiday Event or Giftable Offer (or Both!) to Hampton Roads Families

Choose Holiday Event Promotion, a Holiday Gift Guide placement, or combine both in one connected campaign. **Early RSVP pricing is available through September 18.**

Holiday Gift Guide

A direct, clickable feature for giftable offers.

BEST FOR

- Memberships, passes and gift certificates
- Camps, classes and tickets
- Family experiences and holiday-ready offers

YOUR PLACEMENT INCLUDES

- Image, organization and offer summary
- Direct purchase or learn-more link
- Relevant Gift Guide category
- Featured Community Update announcement (\$50 value)

HOLIDAY GIFT GUIDE PROMOTION:

EARLY RSVP \$250 through Sept 18

STANDARD \$275 from Sept 19

Runs November 1 through December 31.

ACTIVE ANNUAL PARTNER:

\$150 Early RSVP • \$175 standard

CHOOSE GIFT GUIDE

Run dates: November 1 through December 31.

Holiday Event Promotion

Focused promotion for a specific holiday event or time-limited seasonal experience.

BEST FOR

- Santa visits, lights and holiday markets
- Christmas, Hanukkah and Kwanzaa events
- Performances and early-season experiences

CAN INCLUDE

- Featured calendar promotion
- Relevant seasonal BIG LIST placement
- Add a separate Holiday Gift Guide placement when a continuing giftable offer applies
- Featured Community Update announcement (\$50 value)

HOLIDAY EVENT PROMOTION:

EARLY RSVP \$150 through Sept 18

STANDARD \$175 from Sept 19

ACTIVE ANNUAL PARTNER:

\$75 Early RSVP • \$100 standard

CHOOSE EVENT PROMOTION

Run dates: Up to 4 weeks, beginning as early as October 15. Promotion ends when the event ends. Placement depends on editorial relevance.

PROMOTE BOTH IN ONE CONNECTED CAMPAIGN

Connect a time-limited holiday event with a giftable offer for December.

EARLY \$350 through Sept 18 | STANDARD \$400 | Partner \$225 early, \$275 standard

Year-round visibility? Annual partnerships start at \$50 per month. Request Information.

How Holiday Event Discovery Works

Families discover seasonal events across the MyActiveChild pages they already use to plan their time.

EVENTS CALENDAR

Find family events by date.

SEASONAL BIG LISTS

Santa events, holiday lights, markets and performances.

GIFT GUIDE

A curated roundup of highlighted partners & offers.

Offering several holiday experiences? We can map your campaign to multiple seasonal lists and place each experience only where it genuinely fits.

What Your Featured Event Can Look Like



FEATURED EVENT

SAMPLE LISTING

Santa's Beach House
Breakfast with Santa
Saturday, December 5 · 9:00 AM-12:00 PM
555 North Pole Way · Virginia Beach, VA

Enjoy a festive family breakfast, photos with Santa, holiday crafts and cheerful seasonal activities. Advance reservations are required; seating is limited.

[View Event Details](#)

Why Early Reservations Matter

Events can begin promotion before the main Gift Guide launch. Earlier reservations allow the widest choice of sidebar and social dates.

EARLY EVENT TIMELINE

For events beginning before Thanksgiving, promotion can begin about three to four weeks before the event and ends when the event ends.

Best for short-run and time-sensitive holiday events

EVENT-TO-GIFT TRANSITION

Promote the event first, then continue through December with a membership, camp, pass, gift certificate or future family experience.

No continuing offer? Promotion concludes with the event.

Placement depends on editorial relevance. We confirm the seasonal pages that genuinely fit before booking.

EVENTS: PLAN AHEAD.

Reserve early for more runway and the widest choice of sidebar and social dates.

PARTNER BENEFITS FIRST.

We apply your existing benefits before suggesting add-ons, so you pay only for additional holiday visibility not already included.

Gift Guide: Showcase Your Offer and Link Directly to Purchase

Give families enough information to understand the offer and a direct, tracked path to purchase it.

HIGHLIGHT THE OFFER

Make the value clear.

LINK TO PURCHASE

Send families to checkout, enrollment or a gift-card page.

MEASURE ENGAGEMENT

Track impressions and clicks.

Holiday Gift Guide Program Purchase Example - Desktop



SAMPLE LISTING

GIFTABLE PROGRAM

 YOUR LOGO

Local Martial Arts Academy
Give the Gift of Discovery
3 Months of Martial Arts + Student Uniform

Help your child build confidence, coordination and focus with a beginner-friendly program designed for new students.

THE GIFT PACKAGE INCLUDES

- ✓ Three months of beginner classes
- ✓ Student uniform (gi) + new-student orientation
- ✓ Flexible scheduling after purchase

SAMPLE GIFT PRICE
\$249
Best for new students ages 5-12

GIVE THIS GIFT

The Same Offer, Mobile Ready

On smaller screens, the image stacks above the offer details, while the price and direct-purchase button remain easy to find.

- ✓ 16:9 image remains intact
- ✓ Offer details remain readable
- ✓ Direct-purchase button stays prominent

SAMPLE LISTING

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Optional Visibility & Campaign Timing

Extend the visibility of your holiday event or your gift guide offer with additional sitewide or advertiser-focused placement.

Sitewide Sidebar Banner

Stay visible while local families explore MyActiveChild.com.

- Rotating sitewide placement
- Direct link to your event or gift offer
- Scheduled based on availability
- Partner benefits applied first

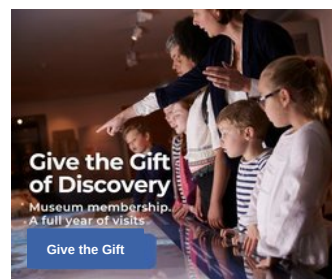
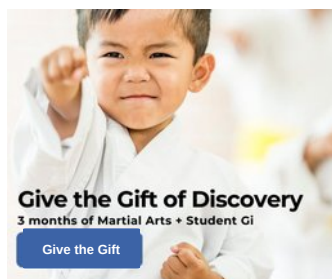
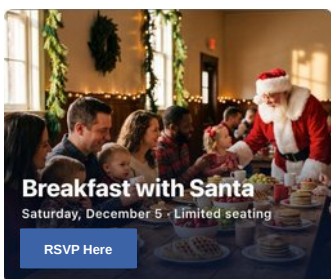
\$350 four weeks
(\$300 active annual partner)

Dedicated Social Promotion

Give one event, program or gift offer its own advertiser-focused social feature to our audience of 35,000+ Facebook and Instagram followers.

- Buy as many shares as you need
- Pair a pre-event share with a December share

Individual social shares:
\$100 each



Example sidebar banners, not to scale. Sidebar and dedicated social share inventory is limited and scheduled based on availability.

Rolling Reservations

Reservations are accepted throughout the campaign. After the November 1 launch, new placements are added within two to four business days after information and payment are received. Pricing is not prorated based on entry date.

OCT 15

Early event promotion
may begin

NOV 1

Gift Guide launches
Experiences included

DEC 31

Campaign ends
Reporting by Jan 15

Plan Your Holiday Promotion

Tell us what families should discover. We will recommend the simplest campaign and apply your existing benefits.

Early RSVP pricing is available through September 18.

**RESERVE YOUR HOLIDAY
PLACEMENT**

INCLUDED WITH EVERY CORE PLACEMENT: Featured Community Update announcement (\$50 value).