

kids.us: PART CLASSROOM, PART PLAYGROUND, ALL FUN

With **kids.us**, the possibilities are as limitless as a child's imagination! Sites within the **kids.us** domain focus on a range of subjects, including: education, sports and recreation, news/world events, arts and entertainment, government, family activities, travel/geography, science and technology, and more.

BECOMING A PART OF kids.us

The **kids.us** domain provides an extraordinary and unprecedented opportunity for public and private institutions to participate in a trusted online forum for children under 13. A first-of-its-kind endeavor, **kids.us** gives businesses and organizations a chance to communicate with a targeted audience of children, as well as parents and educators who take an active role in monitoring the online activities of children.

If your organization aims to educate or entertain children, use **kids.us** to reach them on the Web.



An introduction to



kids.usSM
play. learn. surf.

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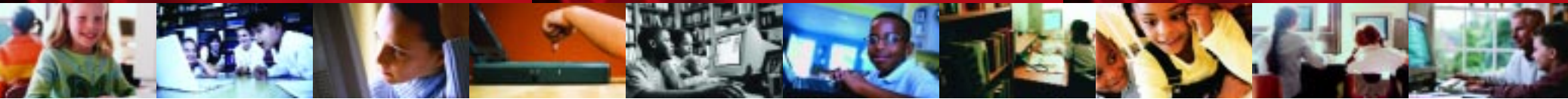
www.kids.us

The Web's First and Only
"Child-Friendly" Domain

www.kids.us

NEUSTAR[®]





PLAY, LEARN, SURF, WITH **kids.us**!

Finally, there's a place on the Internet that parents, educators, and children under 13 can trust for appropriate online education and entertainment: **kids.us**. It's the first and only "child-friendly" Web space established by the United States, and it's complete with advanced technical, policy, and operational mechanisms that keep children informed *and* protected. Consequently, **kids.us** is also the perfect place for your company or organization to reach children and their parents.

PROHIBITED CONTENT

The following materials are prohibited within the **kids.us** domain:

- Mature/adult content
- Pornography
- Inappropriate language
- Violence
- Hate speech
- Drugs
- Alcohol
- Tobacco
- Gambling
- Weapons
- Criminal activity

To review the **kids.us** Content Policy, visit www.kids.us/content_policy/content.html.



CONTENT AND TECHNOLOGY RESTRICTIONS

Content and technology restrictions on **kids.us** are designed to give parents and educators significant control over children's online activities. Consequently, the following technologies are prohibited from use within the **kids.us** domain:

- **Two-way and multi-user interactive services** (including email, shopping links, chat, instant messaging, Usenet, message boards, and peer-to-peer connections), unless such a service will be offered in compliance with established **kids.us** content standards and is designed to reduce the risk of exploitation of minors
- **All links** that take a user outside the **kids.us** domain

CONTENT REVIEW OF **kids.us** SITES

NeuStar, Inc.[®] has created detailed procedures to ensure that content is youth-appropriate prior to being posted, and is committed to monitoring such content on an ongoing basis.

NeuStar uses a combination of technology and manual intervention to monitor **kids.us** sites, and has contracted with a neutral third-party monitoring service to ensure the appropriateness of content within the **kids.us** domain. Violations of the **kids.us** Content Policy may result in offending sites being taken offline immediately.

We hope you will visit **kids.us.**
For more information, visit www.kids.us
or write kids-support@neustar.us.

REGISTERING YOUR **kids.us** DOMAIN NAME

Want to teach or entertain today's youth? Do it on **kids.us**.

To get started:

- Go to www.kids.us/buy.html and select a **kids.us**-accredited registrar.
- Check the availability of the **kids.us** domain name you want.
- Provide basic information.
- Agree to registration terms.
- Pay the registration and/or Content Review fee.
- **Congratulations! You've registered your **kids.us** domain name.** In addition to answering questions regarding your account, your Registrar may also help you with services such as email, Web site hosting, and site building tools.

Registration is first come, first served. Please note that all registered names will be subject to thorough content review, as will all corresponding site content.

ACCESSING THE **kids.us** CONTENT MANAGEMENT SYSTEM

Once you've successfully registered your **kids.us** domain name(s), you must sign up for **kids.us** content activation and create your own Content Management System (CMS) by logging into <https://www.kids.us/cms/private/index.jsp>.

The annual content review fee is \$250, and you will be notified about content activation within five (5) business days.

Managing multiple **kids.us** domains is simple, too. You only need to sign up for a single CMS account — no matter how many **kids.us** domain names you register.

CREATING **kids.us** JUST FOR YOU

On December 4, 2002, President George W. Bush signed legislation creating the new **kids.us** domain. "Every site [designated **kids.us**] will be a safe zone for children," the President declared during the White House ceremony.

Since then, NeuStar, the **.us** Registry Operator, has collaborated with the National Telecommunications and Information Association (NTIA) within the United States Department of Commerce (DOC) to develop **kids.us** sites as a trusted source for safe, fun Internet exploration.

kids.us is a triumph for the country's youth, their parents, and kid-friendly educators and entertainers. By creating this trusted environment, all **kids.us** users can get even more out of the Internet.