



What is it? trips4schools.com is a dedicated website for teachers and those organising school trips from the publishers of the School Travel Organiser's Guide. It offers new ideas, advice, special offers, features, event listings, searchable directory and forum plus, search and configuration facilities.

What's its frequency? The website is updated every day of the year.

What is its targeted readership? Teachers and those responsible for organising trips for schools and colleges.

What is the impact from trips4schools.com? trips4schools.com offers a low cost, high impact and dynamic platform to sell to teachers organising school visits. Advertisers include London Duck Tours, Travelscope Holidays, Globetrotter Inns, Ascot, National Coalmining Museum, National Fishing Heritage Centre and many more. Banner advertising is based on three, six or 12 month bookings which offer exceptional branding value with click-throughs to your site of choice.

Banner advertising

Specifications

Large banner:	468 pixels x 60 pixels (Appears across top of page)
Medium banner:	120 pixels x 120 pixels (Available to the right or left of page)
Tall banner:	120 pixels x 600 pixels (Appears to the right of page)
Central banner:	210 pixels x 60 pixels (Appears in the middle of home page only)
File size:	Files should ideally be no larger than 150 kb
File information:	Files must be supplied at 72 dpi in a 'gif' or 'jpeg' format, preferably in RGB colour mode.

Home page

Advertising placements appear on the www.trips4schools.com home page

Large:			
3 months - £820.00 +VAT	6 months - £1,440.00 +VAT	12 months - £2,470.00 +VAT	
Medium:			
3 months - £520.00 +VAT	6 months - £930.00 +VAT	12 months - £1,550.00 +VAT	
Tall:			
3 months - £720.00 +VAT	6 months - £1,240.00 +VAT	12 months - £1,960.00 +VAT	
Central:			
3 months - £570.00 +VAT	6 months - £1,080.00 +VAT	12 months - £1,800.00 +VAT	

Rest of the website

Choose what area you would like your advert to appear on and for how long – simple.

Choice of website areas: Directory, My Area, News, Feature Articles, Events Diary, Shout About It.

Large:			
3 months - £620.00 +VAT	6 months - £1,130.00 +VAT	12 months - £1,860.00 +VAT	
Medium:			
3 months - £360.00 +VAT	6 months - £670.00 +VAT	12 months - £1,130.00 +VAT	
Tall:			
3 months - £520.00 +VAT	6 months - £830.00 +VAT	12 months - £1,490.00 +VAT	